

LIFE

IN THIS ISSUE

IKE'S PROGRESS

A REPORT ON EUROPEAN DEFENSE



TV'S DAGMAR
FROM \$75 A WEEK
TO \$3,250

20 CENTS

JULY 16, 1951

CIRCULATION OVER
5,200,000

REG. U. S. PAT. OFF.

Our course is clearly marked —

If you want a **TREAT**
instead of a **TREATMENT**

... smoke **Old Gold!**



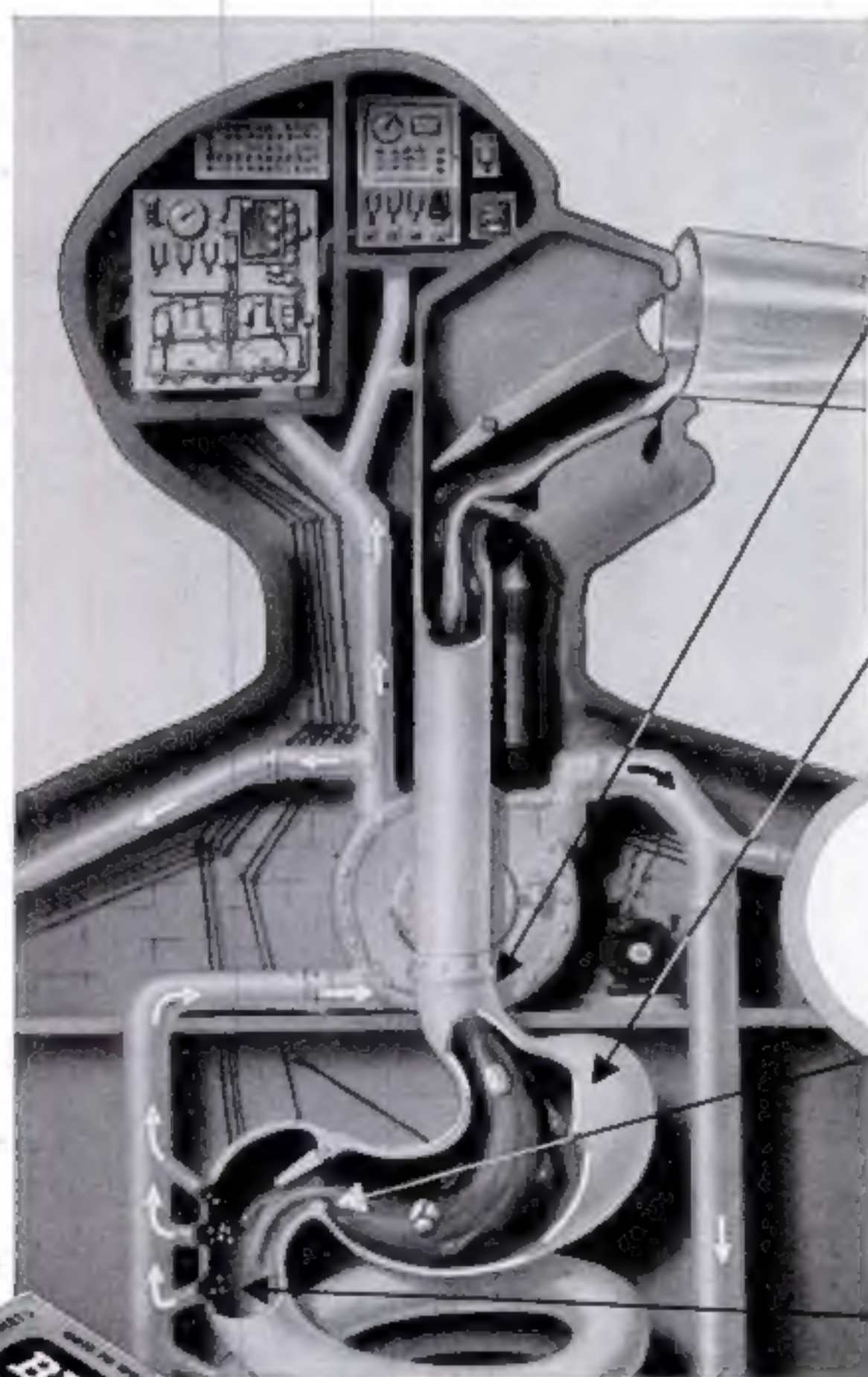
Get fast pain relief!

Bufferin

TRADE-MARK

Acts twice as fast as aspirin!
Doesn't upset the stomach!

Here's how Bufferin acts twice as fast as aspirin



1

Bufferin or aspirin tablet enters stomach here.

2

Neither Bufferin nor any pain-relief product can relieve pain while tablet is in stomach.

3

Dissolving rapidly, Bufferin, being antacid, opens trap door of stomach speedily.

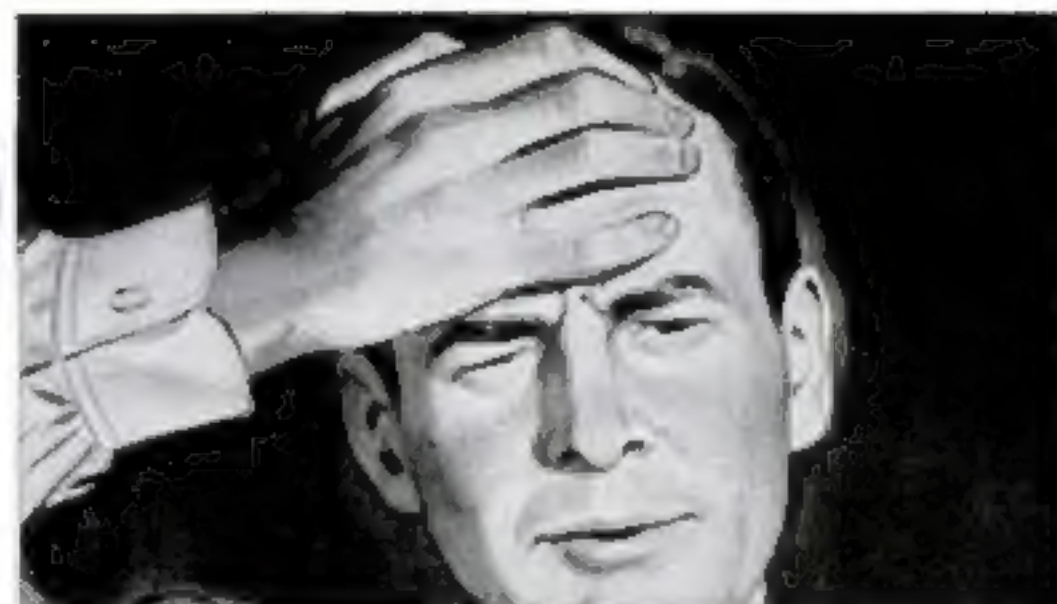
4

Opening trap door of stomach speedily, Bufferin enters the bloodstream twice as fast as aspirin, relieves pain twice as fast.

PRODUCT OF BRISTOL-MYERS

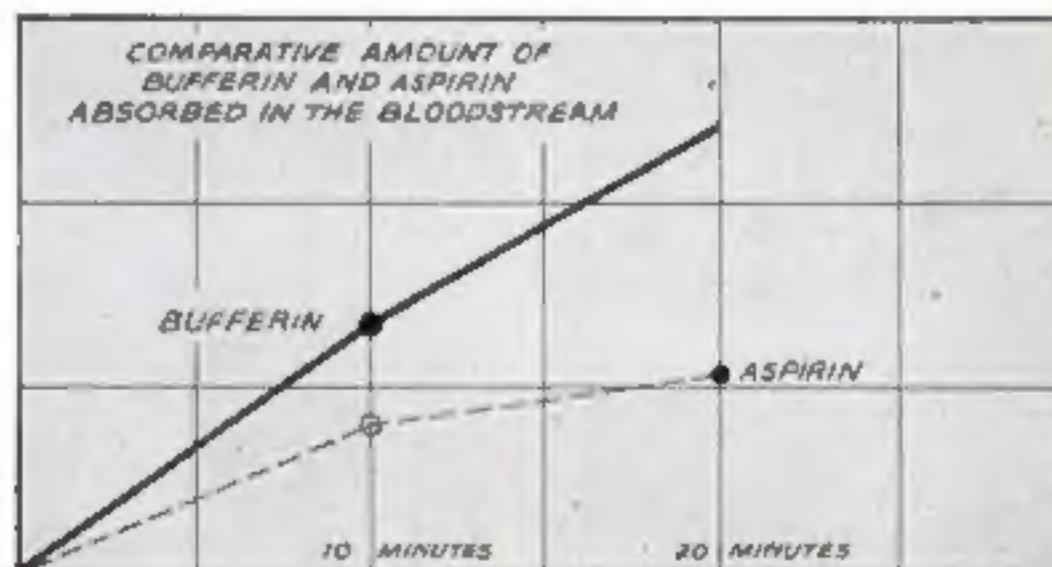
Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

Bufferin is scored for easy breaking when half doses are indicated.



No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. Bufferin, being antacid, opens the stomach valve *speedily*, gets *into* the bloodstream *twice as fast* as aspirin! Therefore Bufferin acts *twice as fast* to relieve pain.

And Bufferin won't upset your stomach as aspirin often does, because Bufferin is antacid.



TIME OF ABSORPTION

Clinical studies prove that people who took Bufferin had more pain-relieving ingredient *actually in the bloodstream* in ten minutes than those people who took aspirin had in twenty minutes. That's why Bufferin acts *twice as fast* as aspirin to relieve pain.



For headaches, neuralgia, and ordinary muscular aches and pains, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist. Carry the 12-tablet, pocket-size package. Keep the economical 36- or 100-tablet package in your medicine chest. Bufferin is also available in Canada.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

BALL
PARK
10
MILES

"Somebody just scored!"

Ted Key

STOP

....read

Tire Care

T+C (Tire Care) is Seiberling's exclusive service to give you the greatest possible mileage and safety from your present tires regardless of make.

See any Seiberling Dealer listed below. His T+C service will give you more safe miles... will prevent rapid, uneven tread wear... may prevent dangerous and costly tire failures.

Take advantage of this opportunity now... and plan ahead with your Seiberling Dealer for the time when you will need new tires, and want "America's finest".

To tell a story that is vital to every motorist, and tell it with a smile, Seiberling has enlisted the talents of several leading American cartoonists. Their cartoons, and the T+C points they illustrate, have been assembled in a booklet, "LAUGHS FOR MOTORISTS... with a T+C moral". Any Seiberling dealer listed below will be glad to give you this booklet, and help you get more safe miles from your present tires through his valuable T+C Service.

GET YOUR CARTOON BOOK FREE FROM THE SEIBERLING T+C EXPERT NEAREST YOU...

ALABAMA

Florence, R. & H. Tire Service
Montgomery, Go-Van Auto Supply

ARIZONA

Bisbee, Gear Service & Supply
Flagstaff, Morrow Motors
Globe, Hawkinson Tire Company #2
Nogales, Nogales Petroleum Company
Phoenix, Hawkinson Tire Co.
Phoenix, O'Connell Bros. Inc.
Prescott, Prescott Tire Co.
Tucson, Cook Motor Service

ARKANSAS

Centon, Easy Way Tire Co.
Blytheville, Noble Gill Pontiac Co.
Forrest City, Forrest City Motor Co.
Ft. Smith, Vehicle Tire Store
Magnolia, Franks-Gunnels Co.
North Little Rock, Twin City Tire Co.
Paragould, Independent Tire Co.
Pine Bluff, Bryant Tire & Vulc. Co.

CALIFORNIA

Alhambra, "844" Service
Bakersfield, Benkino's Auto Service
Bakersfield, Five Brothers
Blythe, Jenkins Tire Service
Burbank, Everett E. Sterling Tire Shop
Chula Vista, Arnold's Garage
Colusa, Hoblit Motors
El Centro, Wakefield's Service Station
Fresno, U-Save Stations
Glenday, Peterson Tire Service
Glendale, Glenway Tire Co.
Hemet, Tire & Supply
Hollister, Tiffany Motor Co.
Hollywood, United Tire & Supply Co.
Indio, Valley Cap & Tire
Lancaster, Lancaster Service Station
Los Angeles, Art's Tire & Wheel Service
Los Angeles, O & R Tire Co.
Los Angeles, Drive Service
Los Angeles, Five Brothers
Los Angeles, Sinker Bros.
Madison, Harrington & Schottler
Marysville, Frank Morgan Co.
Modesto, Plock's
Oakland, Cameron's
Ontario, Cochran & Nichols
Oroville, McGinnis Tire Service
Oxnard, John L. Mooney
Petaluma, Petaluma Tire Service
Red Bluff, Hoffman Tire Service
Redlands, Redlands Oil Co.
Redley, Herschel's Service
Sacramento, Hatley & Morrill Tire Co.
Salinas, Deane Tire Service
San Bernardino, Valley Auto Supply

CALIFORNIA (continued)

San Diego, Towser Service Co.
San Francisco, Larry Barrett Tire Co.
Seeger, Shaler Tire Service
San Luis Obispo, Kimball Tire Co., Inc.
Santa Ana, Herbert L. Miller, Inc.
Santa Barbara, Joe Dal Pozzo
Seaca, Campbell's Garage
Stockton, Kraft Service
Tuff, Calhoun Auto Parts
Torrance, Harbor Tire Distributors
Turlock, Balwick's
Ventura, Nielsen Tire Co.
Visalia, Uhl Rubber Co.
Wasco, Peterson's Shell Serv.
Weed, Anderson Bros. Buick Co.
Woodland, J. A. "Al" Fortna
Yreka, Leen-Thomas Tire Serv.
Yuba City, Morrison's

COLORADO

Alamosa, O. K. Rubber Welders
Boulder, Ehrenkrantz's Conoco Serv.
Brush, Brush Motor Sales
Colorado Springs, John Pflug Tire & Battery Co.
Denver, Commercial Tire Service
Durango, Graden Weiland
Ft. Collins, Rinker-Keece Service
Ft. Lupton, Putnam Oil Co.
Ft. Morgan, Buick Chev. Sales Inc.
Glenwood Springs, Berthod Motor Co.
Grand Junction, Central Chevrolet Company
Greeley, Edwards Chev. Co.
Greeley, Warren Motor Co.
Lamar, Eckles Tire Service
Longmont, Clyde's Shamrock Serv.
Loveland, Schrader Motor, Inc.
Windsor, Scott's O. K. Rubber Welders

CONNECTICUT

Danbury, McNiff's Tire Shop
Hartford, Trumbull Tire Dist. Inc.
Manchester, Moriarty Bros. Inc.
New Haven, Gerry Stevens, Inc.
Rockville, Farmoil Inc.
Stamford, Epstein Bros.
Waterbury, Miller Tire Sales
Williamantic, Ideal Tire Co.

DELAWARE

Wilmington, Harvey E. Hall
Wilmington, Wolter Bros. Inc.

DISTRICT OF COLUMBIA

Washington, D. C., Lehman's Tire Co.
Washington, D. C., 22nd Street Tire Center

FLORIDA

Jacksonville, Dickson Tire Co.
Miami, Dixie Tire Co.
Miami Beach, Dixie Tire Co.

FLORIDA (continued)

Orlando, Brewer Tire Service
St. Petersburg, Tire Service Co.
Tampa, Smith & Fortson, Inc.
W. Palm Beach, Thurston Brooks Inc.

GEORGIA

Albany, 38 Tire Co. Inc.
Athens, E. & S. Tire Service
Atlanta, Gunter Bros., Inc.
Atlanta, Morgan Tire Co.
Atlanta, Pruitt Tire Co.
Augusta, Holloway Tire & Recapping Co.
Bainbridge, Southern Tire Co.
Columbus, Jenkins & Harrison
Columbus, Conner Motor Co.
Dalton, Cowan Auto Supply Co.
Decatur, Starnal Tire & Recapping Service
DeKalb, Callaway Service Station
Marietta, Kelly Motor Co.
Monroe, Walker Motor Company
Moultrie, Gene Hodges Service
Rome, Marshall Jackson Motor Co.
Rome, Thomas Motor Co.
Tifton, Tift Oil Co.
West Point, Hagley-Scott Auto Co.

IDAHO

Boise, Orin's Tire Service
Buhl, Curtis Chevrolet Co.
Gooding, O. K. Rubber Welders
Jerome, O. K. Rubber Welders
Nampa, Milt's Nampa Truck-Car Service
Pocatello, City Motor Co.
Preston, Cranney Chevrolet Co.
Twin Falls, Recapped Tires Co.

ILLINOIS

Alton, Sid Drake Tires Inc.
Chicago, Joe's Auto & Cycle Supply
Chicago, Leyden Service Sta.
Chicago, Ward & Schaefer Inc.
Chicago Heights, Meidell Truck Sales Inc.
Deerfield, Prickett's Automotive Service
Dixon, Terminal Pontiac Inc.
East St. Louis, Frey Home & Auto Supply
Fairfield, Musgrave Motor Sales
Jacksonville, Klump Tire Co.
Joliet, Fitzhugh Oil Co.
Kankakee, Hogensten Tire Co.
La Salle, Starved Rock Gasoline & Oil Co.
Mt. Vernon, Standard Tire Co.
Peoria, Carlton Russell Co.
Pontiac, Edwards Tire & Battery Service
Rockford, Merritt Tire Co.
Rock Island, Best Recap & Tire Co.
Sterling, Swehla Oil Co.
Waukegan, Keith Tire Service

INDIANA

Anderson, Al Stow's Tire Sales

INDIANA (continued)

Bluffton, Graden Service Station
Evansville, Tyson Tire & Battery Service
Ft. Wayne, Davis Auto Co.
Gary, Olive Park Tire Co.
Hammond, United Tire & Supply Inc.
Indianapolis, Troy Oil Co. - Tydol Dealers
Richmond, Kankakee Gasoline Co.
South Bend, Hoffman Rubber Works
Terre Haute, Uptown Tire Co.
Whiting, Whiting Motor Sales

IOWA

Atlantic, Jones Tire & Electric
Clarinda, Duncan Motors
Davenport, Tri-City Tire Co.
Decorah, Hovang's Tire Service
Gladbrook, City Motors
Mason City, Fritchard Motor Co.
Mt. Pleasant, Caldwell Bros.
Sioux City, Mahoney Motor Co.

KANSAS

Augusta, Howard Motors Inc.
Ballerie, Melton Motor Co., Inc.
El Dorado, Motor Service Stations
Emporia, Powell Motors, Inc.
Great Bend, Don's Tire Repair
Hutchinson, Stewart Back Tire & Sup. Co., Inc.
Iola, Mills & Mann Tire & Recapping Co.
Newton, McMillan Motors, Inc.
Pratt, Blachly's Service
Topeka, Shortman Motor Co.
Wichita, DaRoss-Erhard Oil Co., Inc.

KENTUCKY

Campbellsville, Hubbard Service Station
Hartsville, D & W Motors, Inc.
Lexington, Taylor Tire Co.
Madisonville, Madisonville Recapping Co.
Tombkinsville, Modern Tire Service

LOUISIANA

Baton Rouge, Buck Gladson Service
Bossier, Moore Equipment Co.
Jennings, Kirkpatrick-Wallace Motors Inc.
Lafayette, Jefferson Motors
Monroe, Twin City Tire & Recapping Co.
New Orleans, Nick Bouson Tires Inc.
Opelousas, Bertheaud Motors Inc.
Ruston, Easy Pay Tire Service

MAINE

Auburn, First National Tire Co.
Bangor, Dunnett Inc.
Caribou, Walter Greener
East Machias, Jack Archibald's Serv. Sta.
Hwyway, Packard Oil Co., Inc.
Portland, L. H. Hascall, Inc.
Rockland, Maritime Oil Co.
Waterville, Fineland Oil Co., Inc.

MARYLAND

Annapolis, Marbert Motors, Inc.
Baltimore, Star Sales Co., Inc.
Frederick, Melvin M. Engle
Hagerstown, Domestic Tire Co.
Salisbury, Burnett-Walton

MASSACHUSETTS

Acton, Farquhar's Tire Service Inc.
Belmont, Donaldson Service Inc.
Boston, Benson Hill Battery & Tire Co.
Boston, C & L Tire Co.
Cambridge, Koligian Motors Inc.
Cambridge, O'Connell Chevrolet Co.
East Boston, Nu-Tread Tire Co.
Everett, Everett Tire Company
Fall River, Walter's Super Service
Fitchburg, Hope Tire & Supply Co.
Lawrence, Lawrence Tire & Tire Co.
Marlboro, Diamond Oil Co.
Medford, Rockford Motors Inc.
Newton, August Osterlund Inc.
Plymouth, Plymouth Home & Auto Store
Rochbury, Carpenter Chevrolet Company
Salem, S. O. Davison
Springfield, Bob Wigner Tire Co.
Watertown, George L. Shatt Inc.
Ware, C & E Tire Co., Inc.

MICHIGAN

Aubion, Arnold's Tire & Battery Co., Inc.
Detroit, Al Daly Tire Co.
Detroit, Marathon Tire Service
Flint, Goodwin Tire Mart
Grand Rapids, Ronda Tire Store
Jackson, Keith Blair Tire Company
Lansing, Cameron Tire Services
Potosi, Kahler & Friend
Pontiac, Pulver Tire & Trading Co.
Port Huron, Custom Bilt Tire Co.
St. Ignace, McGregor Oil Co.
St. Joseph, McGrover Oil Co.
Standish, Butch Motor Sales

MINNESOTA

Crosby, Cuyuna Range Tire Service
Duluth, Tourist Service
Faribault, Merrill's Service Store
Mankato, R. E. Bowen, Inc.
Minneapolis, Robinson Tire & Recap Co.
St. Paul, Major Tire & Recap Company
Wadena, Stuntebeck's, Inc.
Winona, C. Paul Venables Inc.

MISSISSIPPI

Greenville, A & B Tire Company, Ltd.
Greenwood, Hamrick Motor Co.
Hattiesburg, Jim Bomboy's Service
Jackson, Pearl St. Storage Garage
Natchez, Carpenter-Budnall Tractor Co.
Vicksburg, Blackburn Motor Co.

this before you drive too many miles



"TRED-MIKE" can tell you

how many safe miles you have left in your tires...

Ask any Seiberling Dealer
listed below
to measure your tires
with
"TRED-MIKE"

"TRED-MIKE" is a scientific gauge for accurately measuring the tread wear in any make of tire. With it, your Seiberling T+C expert can accurately tell you how many safe driving miles there are left in each of your tires.



SEIBERLING

SEIBERLING RUBBER COMPANY • AKRON 9, OHIO • TORONTO, CANADA

Makers of America's Finest Tires and Tubes

and let him put "TRED-MIKE" on your tires

MISSOURI
Harrisonville, Harvey Implement Co.
Jefferson City, Egan Tire Service
Joplin, O. B. Wilson Tire & Service
Kansas City, Arnold-Elledge Tire Co.
Moberly, Moberly Tire Service
St. Joseph, Leo Robertson Tire & Mtr. Sup. Co.
St. Louis, Johnston Bros. Tire & Service Co.
St. Louis, Rudy & George
Springfield, Mitchell Tire Co.

MONTANA
Anaconda, Murphy's Coosoo Service
Big Timber, Karl J. Bryan
Billings, Bauman Tire & Battery Co.
Dillon, Berger-Cochran Mtr. Inc.
Great Falls, Blum Motor Co.
Lawistown, Thompson's Service
Meaderville, Guy Ossello
Rouseau, Holland Motors Inc.

NEBRASKA
Allamore, Corner Service Station
Auburn, Dovel Motor Co.
Beatrice, Jack Wright's Tire & Mtr. Serv.
Chadron, Chicago Motor Co.
Columbus, Sayers Super Service
Cozad, R & H Super Service
Crawford, Teske Tire Shop
Crete, A & H Service Station
Gothenburg, Deaver Motor Co.
Grand Island, Hesselgeser's
Grand Island, Todman's Garage
Grant, Bullock Chevrolet Company
Lexington, Allman Service
McCook, McCook Tire & Supply
Ne. Platte, McLaughlin Service
Scottsbluff, Bomgardner Motor Co.
Sidney, Beckman Motor Co.
York, Ted's Auto Service

NEVADA
Fallon, Nico Tire Service
Las Vegas, Clark County Wheel, Mstr. Co.

NEW HAMPSHIRE
Rochester, Hunt's Janney Station

NEW JERSEY
Hammonton, Crescent Service
Hightstown, Potter & Hillman
Newark, Dave Stern Co., Inc.
New Brunswick, O. K. Tire Store Inc.
Paterson, Dave Stern Inc.
Phillipsburg, Bridge Plaza Service
Red Bank, Sharpe Tire Co.
Trouton, Miller-Hawkinson Tire Tread Co.
Vineland, Stratton's Auto Service

NEW MEXICO
Albuquerque, Ray Lander Tire Service
Cleve, Murphy-Kobala Tire Co.

NEW YORK
Albany, Albany Garage Inc.
Binghamton, T. J. Byrne Service Inc.
Brighton Mts., Staten Island Tire & Rubber Co.
Brooklyn, Acker & Gluscia
Brooklyn, Central Tire Co.
Buffalo, McDonald-Flaher Tire Co., Inc.
Catskill, Singer's Tire Shop
Cazenovia, Freshborn Service Sta.
Cobleskill, Jared Van Wagoner & Son
Glens Falls, Union Square Service Station
Gloversville, Shepard Motor Co.
Granville, Tatko Inc.
Highland, White Birch Tire Co.
New York, Radin Tire Co.
New York, Serber Rubber Co., Inc.
Oneida, Wood's Sunoco Serv.
Oneida, C. D. Harman & Son
Oneonta, James C. Dibble
Poughkeepsie, Harold E. Osborne
Plattsburgh, Spielberg's Tire & Battery Serv.
Port Jervis, Schields Bros.
Poughkeepsie, Bill Schields Tire Service
Rochester, Goodland-Hoffman Inc.
Rockville Centre, Schmitt Service Center
Schenectady, William Sherry Tire Co., Inc.
Syracuse, J. P. Byrne & Co., Inc.
Utica, Rock's Tire & Battery
Walden, Walden Tire Shop
Watervliet, Greg's Tire Service
Woodside, Tire Dist. Corp.

NORTH CAROLINA
Charlotte, Mecklenburg Tire Co.
Durham, Nu-Tread Tire Co.
Elizabeth City, McPherson Bros. Auto Sup. Co.
Fayetteville, Walker Tire Service
Forest City, M & S Tire Service
Greensboro, Davis Tire Co.
Lexington, Leo Leonard Auto Service
Lincolnton, Jones Tire Service
Lumberton, Holland Tire & Oil Service
Morganton, Pruett's Tire Service
Mt. Airy, Master Tire Service
Oxford, Parrish-Medford Motors Inc.
Raleigh, Caldwell Sales & Service
Spencer, Sims Service Station
Statesville, Myers Tire Service
Wilmington, Fountain Bros., Inc.
Winston Salem, Purcuth Tire Co.

NORTH DAKOTA
Bismarck, Vold's Tire Service
Dickinson, Ward Johnson Inc.
Fargo, W. W. Wallwork Fargo, Inc.

NORTH DAKOTA (continued)
Grand Forks, Lyons Auto Supply
Mandan, Kinsel's Tire Service
Minot, Westlie Motor Co.
Williston, Stockman Mtr. & Farm Equip. Co.

OHIO
Akron, Roney Tire Company
Barberton, Richards Auto Service
Canton, Lee Stockos Inc.
Cleveland, Edgar & Brown, Inc.
Columbus, Maize Tire Company, Inc.
Dayton, So. Broadway Auto Pta. Inc.
Greenville, Ralle & Morrison
Marietta, Lowe's Super Service
Marion, Harrell Tire Store
Medina, Garrett-Wilson Inc.
Portsmouth, Bright-Hawkinson Tread Serv.
St. Bernard, Elro Motors
Steubenville, Montgomery Pontiac Co.
Toledo, William Bray Dist.
Washington C. H., McKinley Kirk Serv. Sta.
Youngstown, Disinger Tire Co.

OKLAHOMA
Alva, Brown & Brown
Ardmore, C. F. Adams & Son
Carmichael, DeLong Tire Co.
Cushing, Huff's Tire Exchange
Duncan, Duncan Tire & Supply
Durant, Aven Service Station
Eid, Becker Oil Co.
Huskings, Huskings Refined Oil Co.
Oklahoma City, Bill Mosier's Tires
Okmulgee, Ray Robinson Service Station
Ponca City, Crawford Serv. Sta.
Pryor, Standard Auto Parts
Stillwater, Paris Tires Inc. 212
Tulsa, Needham Tire Co.

OREGON
Burns, Liebig Motors
Cottage Grove, Cecil Beck Motor Co.
Enterprise, O. K. Rubber Welders
Eugene, Howard Herder
Hillsboro, Hamby Motors
John Day, John Day Motor Co.
Klamath Falls, Balager Motor Co.
Lebanon, Crites Tire Co.
Medford, O. K. Rubber Welders
Portland, Ray Grimshaw
Prineville, Hook Motor Co.
Salem, Valley Motor Co.
The Dalles, Sunset Motor Co.
Tillamook, C. A. Anderson Motor Co.

PENNSYLVANIA
Allentown, Callahan's
Blairsville, Don Campbell Tire Service
Chambersburg, Germany & Staller

PENNSYLVANIA (continued)
Duffels, Cooper's Hawkings Treads
Harrisburg, Baskin Tire Sales
Honesdale, C. K. Case
Johnstown, Better Tires Sales Co., Inc.
Lancaster, Coble's Tire Service
Lebanon, Ted Smith Home & Auto Supply
Lehighton, Leon L. Diehl
Oil City, Eagles Texaco Sta. & Parking Lot
Philadelphia, Becker Mills Inc.
Philadelphia, John E. Kiefer
Philadelphia, Roger F. O'Brien Inc.
Pittsburgh, Rubber Products Co.
Reading, Seward's Service
Scranton, Duke Tire Sales
Uniontown, Paul Glover Tire Sales
Wayne, Robert W. Thompson
Williamsport, Mochler's
York, Huber's

RHODE ISLAND
Providence, M & M Tire Co.

SOUTH CAROLINA
Charleston, Lilienthal's Auto Service
Columbia, Cate-McLaurin Co.
Spartanburg, Standard Tire & Recapping Co.

SOUTH DAKOTA
Aberdeen, Spaulding Auto Co.
Belle Fourche, Walsh Serv. & Tire Co.
Huron, Findley Tire Shop
Rapid City, Puritan Service
Sioux Falls, Hawkings Tread Service

TENNESSEE
Chattanooga, Flegal Tire Co.
Cookeville, Tire Engineers
Kingsport, Kingsport Shell Dealers
Knoxville, Pickens-Thomas, Inc.
Lebanon, Leatta-McDowell Motor Co.
Memphis, S & H Auto & Home Supply
Memphis, Swift Motors
Merriam, Wade Williams Tire Service
Nashville, Tinkley's

TEXAS
Amarillo, Ted Loney Tire Co.
Athens, Scott-Crawford Tire Co.
Austin, Spires Tire Co.
Big Spring, Creighton Tire Co.
Dallas, Shock Tire & Rubber Co.
Eastland, Jim Horton Tire Service
Greenville, Garland Trotter's Magnolia Serv.
Huntington, Seiberling Tire Sales Inc.
Houston, Barton's
Lubbock, Haron & Holmes
McGregor, Navarro Cox
Pharr, Ralph Martin Seiberling Tire Sales
San Angelo, Swindle-Rabensberg Tire Co.
San Antonio, Fred Luderus Tire Service

TEXAS (continued)
San Antonio, E. C. B. Smith Co.
Vernon, Robert L. More Tire Co.
Wichita Falls, Cruse Tire Co.

UTAH
Ephraim, Spencer's Service
Monti, Temple City Service
Ogden, Fary Better Service
Provo, Clayton & Richins
Salt Lake City, Wynn & Co. Inc.

VERMONT
Brattleboro, E. S. Roberts
St. Johnsbury, Portland St. Gulf Station

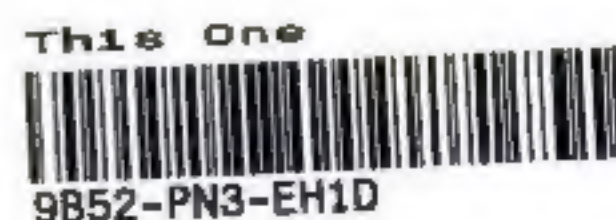
VIRGINIA
Charlottesville, Charlottesville Motors
Danville, Peoples Oil Co.
Lynchburg, Burnett Dist. Co.
Norfolk, R & S Tire Co., Inc.
Petersburg, Ray's Auto Supply
Richmond, Marlowe Tire Co., Inc.
Staunton, Central Tire & Battery
Waynesboro, Wayne Welding Co.
Winchester, Cammer Tire Co.

WASHINGTON
Aberdeen, General Tire Service
Centralia, Belp & Hansen
Kelso, New Method Tire Shop
Longview, Don Hanly's
Montesano, Davis-Court Motors
Olympia, Knox Tire Co.
Omak, Pioneer Motors Inc.
Port Angeles, Renshaw Service
Pullman, Neill Motors
Seattle, Patterson Tire Co., Inc.
Seattle, Seattle Retread
Spokane, Jackson-Robideaux Tire Co., Inc.
Tacoma, Reynolds-Hunt Tire Co.
Walla Walla, Spence Tire Service

WEST VIRGINIA
Charleston, Wright Tire & Battery Co., Inc.
Clarksburg, Nu-Tread Tire Service
Huntington, Tie-Toc Tire Co.
Morgantown, Andy Bros. Tire Shop
Wheeling, Flaccus Tire & Retreading

WISCONSIN
Beloit, Bud Weiser Motors
Fond du Lac, O. K. Rubber Welders
La Crosse, Anderson's Inc.
Madison, Comstock-Johnson
Milwaukee, Lerman Tire Service
Racine, Richards Tire Service

WYOMING
Casper, Triangle Motors Inc.
Cheyenne, Plains Tire & Battery
Laramie, Harold Scott Service
Sheridan, Markle Oil Co.



TOOTH BRUSH SENSATION OF 1951!



Cleans deeper... polishes brighter... massages safer... thanks to scientific, mass arrangement of a thinner, totally different type of bristle!



PRO "59" (Regular Size) for Dad



PRO "59" (Medium Size) for Mom



PRO "29" (Child's Size) for Tom & Sis



The instant you use the new PRO "59", you'll see why dentists all over the country enthuse about it! Its completely new-type bristles are fiber-thin... clean areas too narrow for regular bristles to enter. Because there are three times as many of these softer, thinner bristles, PRO "59" is the perfect brush for polishing and gentle massage. No wonder PRO "59" polishes brighter!... cleans deeper!... massages safer!

PRO-PHY-LAC-TIC BRUSH COMPANY

PRO "59"

A totally different Tooth Brush

An outstanding value

in Living room luxury

by **KROEHLER**



Exciting NEW fabrics
Glamorous NEW colors
Authentic NEW styling

sofa and chair **ONLY \$199⁵⁰**

as featured in sculptured damask

*Also available in luxurious mohair
fringe at moderately higher prices.*



New Divided Sofas

Only Kroehler...world's largest furniture manufacturer...
can bring you a sofa and chair value like this. Note the
graceful flowing lines, the fashionable fabrics and new colors, the
corded pillow back and the heavy bullion fringe. Sit in it! Com-
pare the soft, relaxing comfort. Bring new beauty and luxury to
your living room now with Kroehler Cushionized* Furniture.

Buy on Liberal Terms
... **Low Monthly Payments**



Luxurious Modern Styles

Now, during July and August, Authorized Kroehler
Dealers all over America are featuring the very new-
est in furniture styles and colors at sensational value
prices. Select yours now.



Crescent-shaped Designs

only **KROEHLER** furniture is Cushionized!

(Say KRAY-LER)

General Offices: Chicago 11, Illinois • In Canada: Stettford, Ontario



Dollar for Dollar you can't beat a

Pontiac



Equipment, accessories and trim illustrated are subject to change without notice.

Spectacular...

The First Mile or The First Hundred Thousand!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

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Life Lines of the Nation



Telephone lines are the life lines of the Nation. Day and night they unite millions of people in every part of the country. They are a vital and increasing part of national defense.

Because telephone service is so essential, we'd like to talk to you very frankly about two things that make it possible. They are reasonable rates and earnings.

Without reasonable rates, there is no way to continue the good service you know today. Without reasonable earnings, there is no way to make it better.

Despite the billions of dollars the Bell System has spent in the last six years, telephone facilities are still heavily loaded and a tremendous amount of new construction is needed. On top of the increasing demands

from the public are the vital needs of defense.

The money for new telephone facilities must come, in the future as in the past, largely from investors...from hundreds of thousands of men and women who are willing to invest their savings in the business.

Only through reasonable earnings can the telephone company attract the new money that is necessary to do the job.

BELL TELEPHONE SYSTEM





Never neglect a scraped elbow

The tiniest injury can become infected. Never take a chance. Always use BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

Always look for the name on the box



100% STERILE

BAND-AID means MADE BY
Johnson & Johnson

LETTERS TO THE EDITORS

SEE HOW IT RUNS

Sirs:

The mysterious clock of Alves da Silva ("How Does It Run?" LIFE, June 25) is apparently a modern version of a similar clock patented by M. Henri Robert in Paris, Sept. 1, 1874. This clock had the same features: namely, a glass dial and two hands, with counterbalances, the whole suspended by two wires. The secret of the movement is explained in an old French book entitled *Scientific Recreations*. . .

GERALD B. JACKSON

Wyckoff, N.J.



ROBERT'S CLOCK

Sirs:

The secret is in the hollow hands. In the round part of each hand is concealed a small clock or watch. One of the hands is removed from each of the small clocks, the hour hand from one and the minute hand from the other. At the ends of the remaining hands are weights, and from there on it is all balance. In effect it is like holding the hand of a clock in one position and letting the clock itself turn.

ROY T. ANDERSON

Austin, Minn.

SIRS:

PERPETUAL MOTION OUT OF THE QUESTION. SIMILAR CLOCK MADE HERE 25 YEARS AGO AND STILL WORKING CARRIES WATCH MOVEMENT IN WRONG END OF EACH HAND. ROTATION WEIGHT DRIVEN BY MOVEMENT CAUSES HAND TO CHANGE ITS EQUILIBRIUM THUS EACH HAND WILL MOVE AT DESIRED PACE.

WILLIAM H. SAMELIUS

DIRECTOR

ELGIN WATCHMAKERS COLLEGE
ELGIN, ILL.



ELGIN'S CLOCK

Sirs:

. . . Here in Denver, you will find such a clock as Sanguino's, so old it is displayed as a museum piece.

FRED F. MARSHALL

Denver, Colo.

Sirs:

I'll bet every watchmaker in America is laughing at you and your Sanguino Alves da Silva. . .

ALBERT C. RODIBAUGH

Pittsburgh, Pa.



HICKEY'S CLOCK

Sirs:

We feel that you would like to hear of a father and son enterprise, now seven years old, in which clocks having the same mysterious balance system as Sanguino da Silva's are actually being built and sold to the leading banks of Hartford for \$100 each (above).

So that our clocks will not require servicing every 15 days, we have added a tiny electric motor. . .

ROBERT H. HICKEY

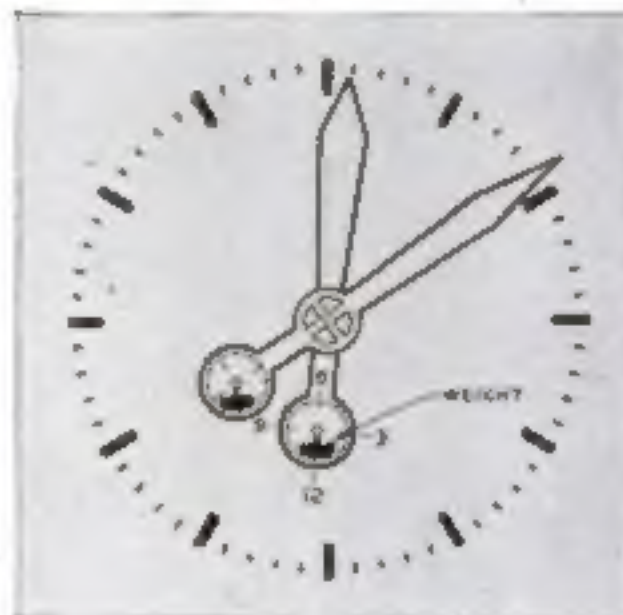
Glastonbury, Conn.

Sirs:

The enclosed sketch showing the work mounted backwards may answer your question, "How Does It Run?"

CHARLES L. MORSE

South Dartmouth, Mass.



MORSE'S DIAGRAM

Sirs:

There is at least one person to whom Alves da Silva couldn't sell his secret for \$110,000. My father-in-law, George M. Johnson, made a similar clock in Seattle, Wash. 16 years ago.

He painted the face on the plate-glass window of his store. People looked at it from all angles and decided that he evidently turned the hands himself.

Like Alves da Silva, I know nothing about clocks, but Grandpa Johnson (below) knew that perfectly balanced, lightweight, hollow hands (no matter how large) can be turned by the works of the tiniest wrist watch placed inside them.

MIKI JOHNSON

E. Peoria, Ill.



JOHNSON'S CLOCK

Sirs:

I sold these mysterious clocks in dozen lots to enterprising saloonkeepers in 1914. . .

W. B. LAUCHEAD

Susanville, Calif.

Sirs:

. . . We have had similar equipment in our university physics department for over a decade. Like Da Silva's mystery clock, the hands can be spun and will automatically right themselves to tell the correct time (see cut).

RICHARD A. BETH

Western Reserve University
Cleveland, Ohio



WESTERN RESERVE'S CLOCK

Sirs:

I was standing in the hot sun the other day and like Sanguino Alves da Silva got an idea. My clock has no hands, no gear spring or motor. No nothing. I will call this a sundial.

C. ORSTYNOWICZ

South Bend, Ind.

Sirs:

This clock stunt is so old that it must be new again. As late as 1912 you could buy them for \$35 here in the U.S. where they were made.

F. B. NIGHTINGALE

Altadena, Calif.

Sirs:

I am enclosing a picture of me and my clock which I bought three years ago. . .

MAX JACOBOWITZ

Port Chester, N.Y.



JACOBOWITZ' CLOCK

Sirs:

. . . My price for divulging the secret was at first \$2.98 but has gone up to a year's free subscription to LIFE.

TOM MARSHALL

Reno, Nev.

● 195 clock-wise readers offered this information free, 65 included diagrams. Embarrassed LIFE editors gratefully accept their explanations, though "mystery" clock-maker Da Silva steadfastly contends that his clock "is still a secret worth at least that \$110,000."—ED.

"Now our TV is better than new since we changed to a G-E Picture Tube!"



"Yes, our TV is really better than new since changing to G-E tubes," says Miss Renée O'Hara, 1 George Place, Lynbrook, N. Y.

The picture is brighter than ever... sharper... on a G-E Aluminized Tube

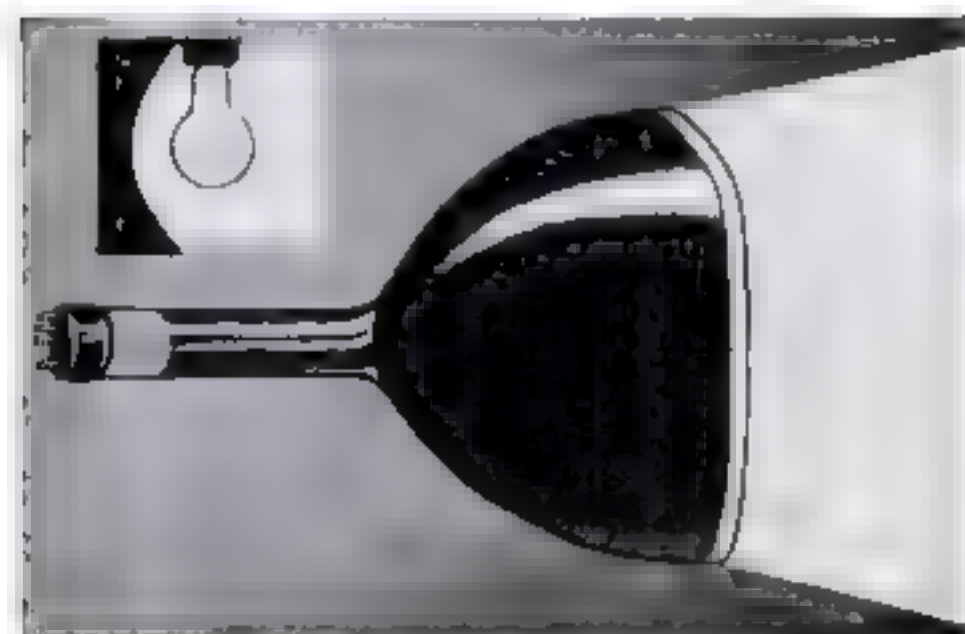
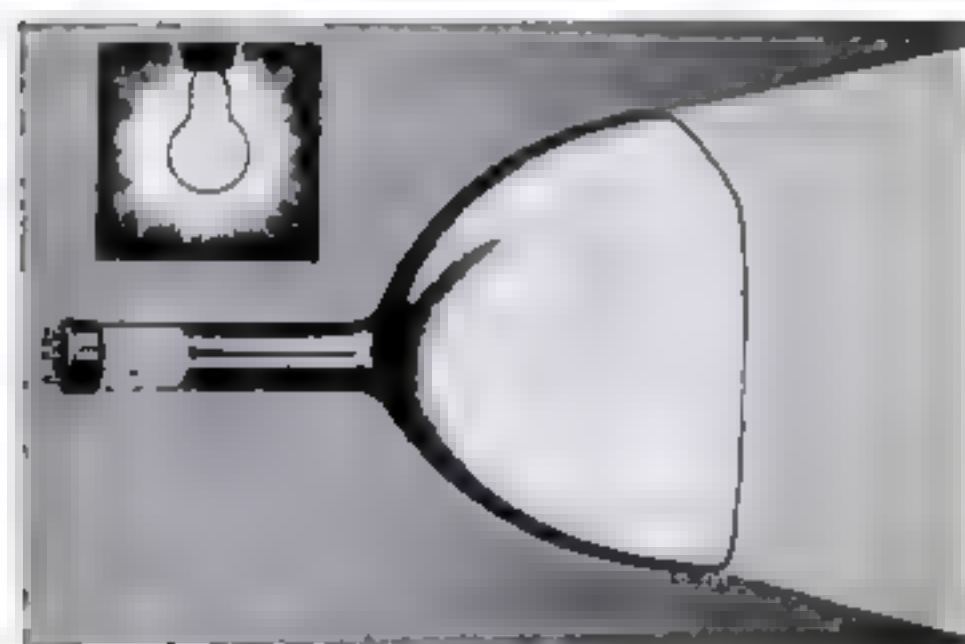


BEFORE—Poor pictures cause eyestrain, lessen enjoyment. Get the best from your TV set by replacing inefficient tubes!

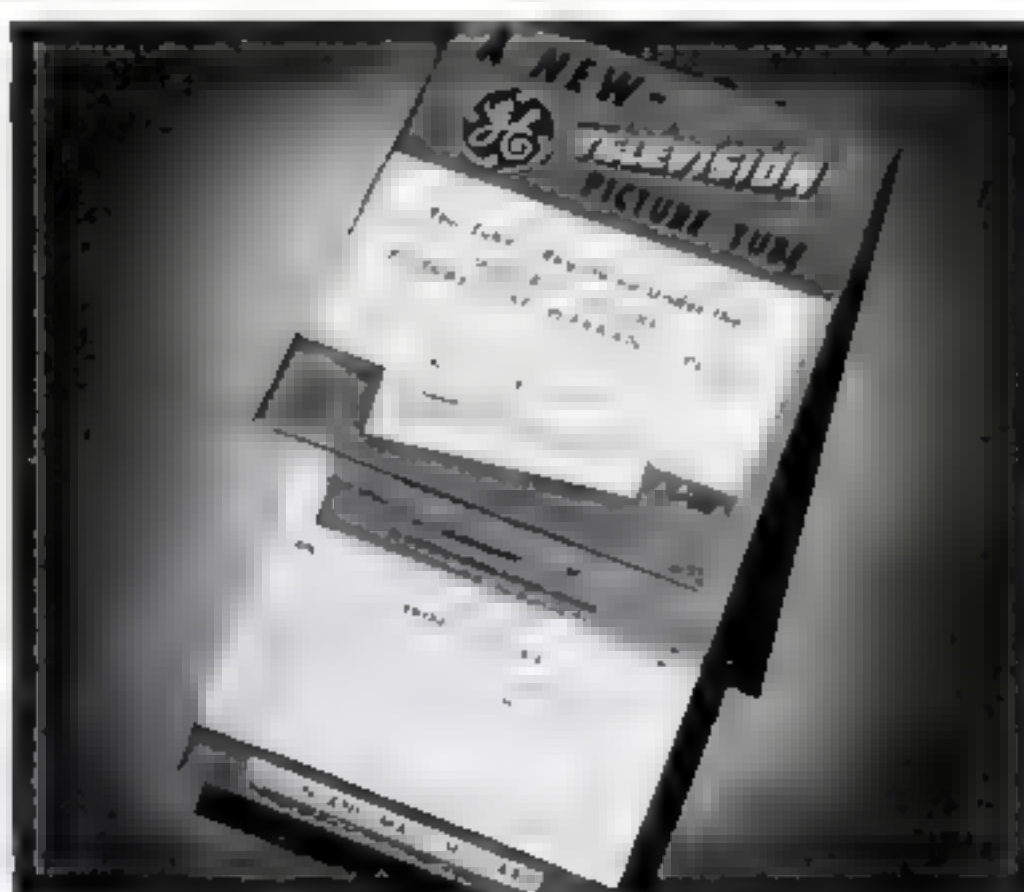


AFTER—What a difference new G-E tubes make! Pictures become sharper—clearer than ever—actually better than new!

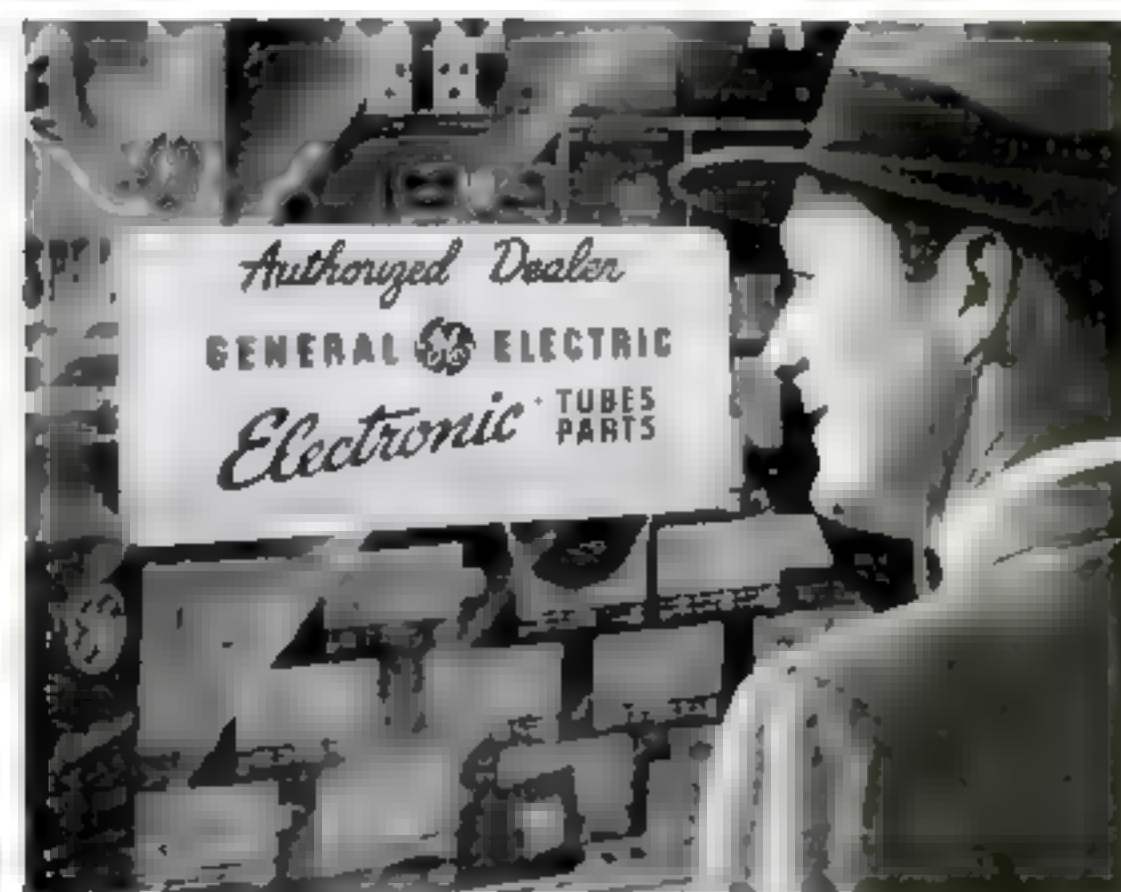
Electronic tubes *make or break* the picture on your TV set. Worn-out or inferior tubes spoil picture quality. But new G-E tubes can assure performance which often is *better than new*. That's because today's improved G-E tubes are far finer than those available a year or two ago. They're 'the finest any set can have.' For instance, the new G-E Aluminized Picture Tube increases brightness up to 100%. Let your friendly serviceman handling G-E tubes show you how to get the best possible picture from your TV set!



HERE'S WHY THE G-E ALUMINIZED TUBE IS BETTER
In the upper diagram you see an ordinary picture tube. Like a lamp without a reflector, this tube diffuses light in all directions. Only part of the light reaches your eyes. Below, you see how the G-E Aluminized Tube with its mirror-backed face directs *all light* toward you. Brightness and contrast are nearly doubled.



GREATER PROTECTION ON G-E REPLACEMENT PICTURE TUBES. An unprecedented 6 months' warranty from date of installation—registered with the factory in your name—safeguards the enjoyment you will obtain after your new G-E picture tube is installed. You can depend on General Electric!



THE SERVICEMAN WITH THIS SIGN is the man to see—or phone—when you need new electronic tubes. No matter what make or kind of set you own—TV or radio—call your G-E tube dealer when you need service. He is fully equipped to serve you well! General Electric Company, Tube Division, Schenectady 5, New York.

You can put your confidence in—

GENERAL  ELECTRIC

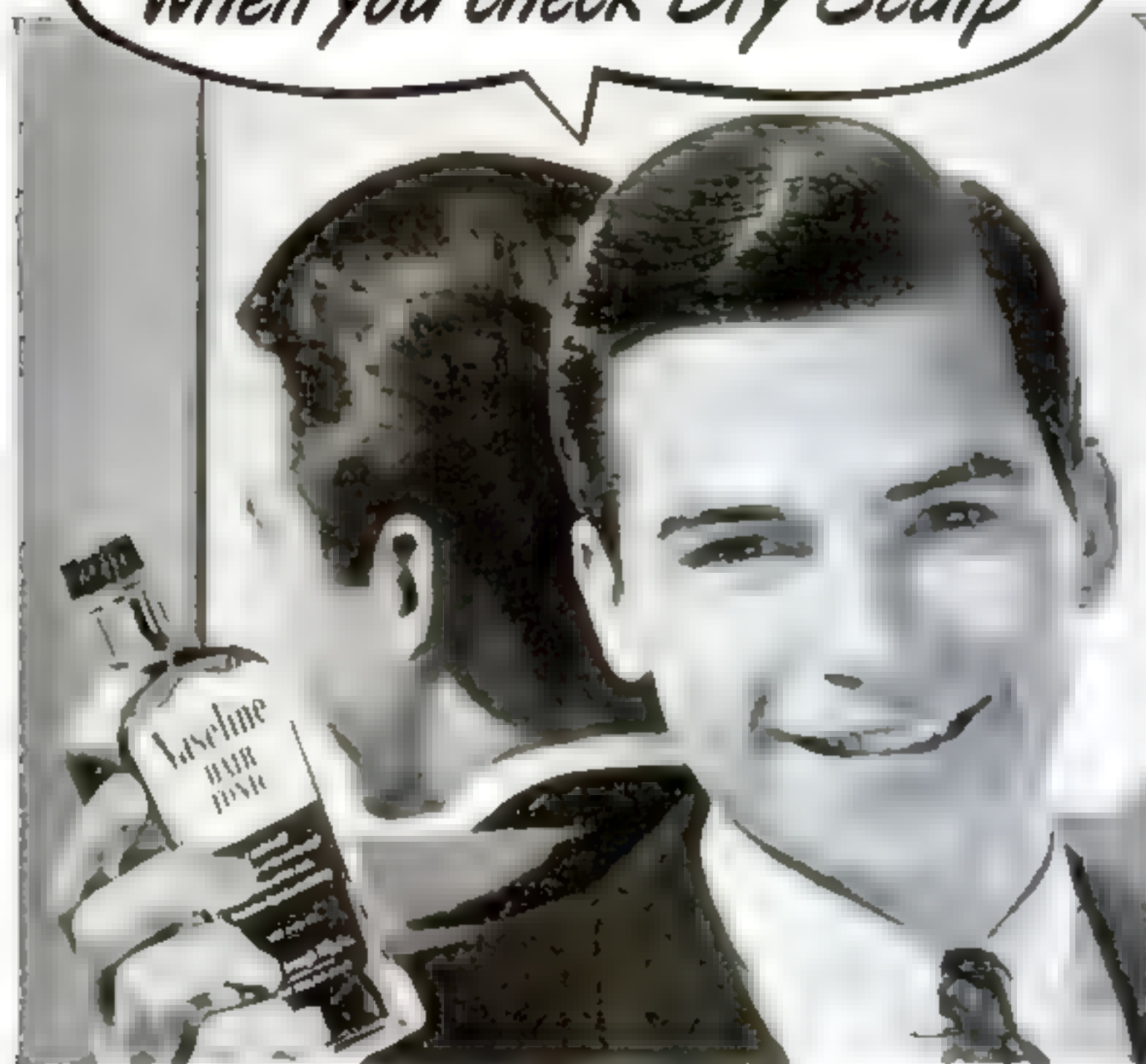
183-KAS

oh-oh, Dry Scalp!



"DAN has his eye right on the target, but he'll never score with me until he learns how to check Dry Scalp. His hair looks too dull and mussy for words. Oh-oh, loose dandruff, too! But when I tell my friend about 'Vaseline' Hair Tonic, Dan Cupid will be the archer!"

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when you check Dry Scalp*



IMPROVE YOUR LOOKS! To keep your hair and scalp in the right condition, use a few drops of 'Vaseline' Hair Tonic every day. Makes your hair look wonderful . . . checks loose dandruff and those other annoying signs of Dry Scalp. Contains no alcohol or other drying ingredients. It's double care for scalp and hair. It's economical, too!

Vaseline HAIR TONIC

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LETTERS TO THE EDITORS

CONTINUED

RIGHTEOUS REVOLT

Sirs:

Sailor Malan ("Sailor" Malan's Revolt," LIFE, June 25) and his followers in South Africa are fighting bigotry, totalitarianism and racial prejudice for the enlightened people of every nation—including the U.S.A. . . .

A. PAUL WISHART

Martin, Tenn.

MORPHS

Sirs:

William H. Sheldon's brilliant research ("What Manner of Morph Are You?" LIFE, June 25) is one scientific answer to that idiotic Freudian mumbo jumbo.

WILLIAM LODEN

New York, N.Y.

NEW LIFE FOR JANET

Sirs:

Janet Leigh's wedding ("A New Life Begins For Janet Leigh," LIFE, June 25) looks more like a barroom brawl! No wonder these weddings are more of a farce than a reality and never last.

R. L. CLARK

Atlanta, Ga.

Sirs:

Your picture of Janet Leigh and Jerry Lewis is the most horrible, vulgar picture I have ever seen in any magazine.

MRS. J. A. HUNTER

Merced, Calif.

Sirs:

My blood pressure hasn't returned to normal since seeing Janet Leigh's appealing picture on your cover.

MAX WOMACK

Murfreesboro, Ark.

Sirs:

Your cover of Janet Leigh is utterly disgusting.

BARBARA ZENS

Detroit, Mich.

TALLULAH ON TALLULAH

Sirs:

Methinks Tallulah portrays herself as a frenzied, frustrated female who needs a glass of warm Ovaltine and a *Woman's Home Companion* ("Tallulah Tells on Tallulah," LIFE, June 25).

RUTH DAVIS JONES

Sweetwater, Texas

Sirs:

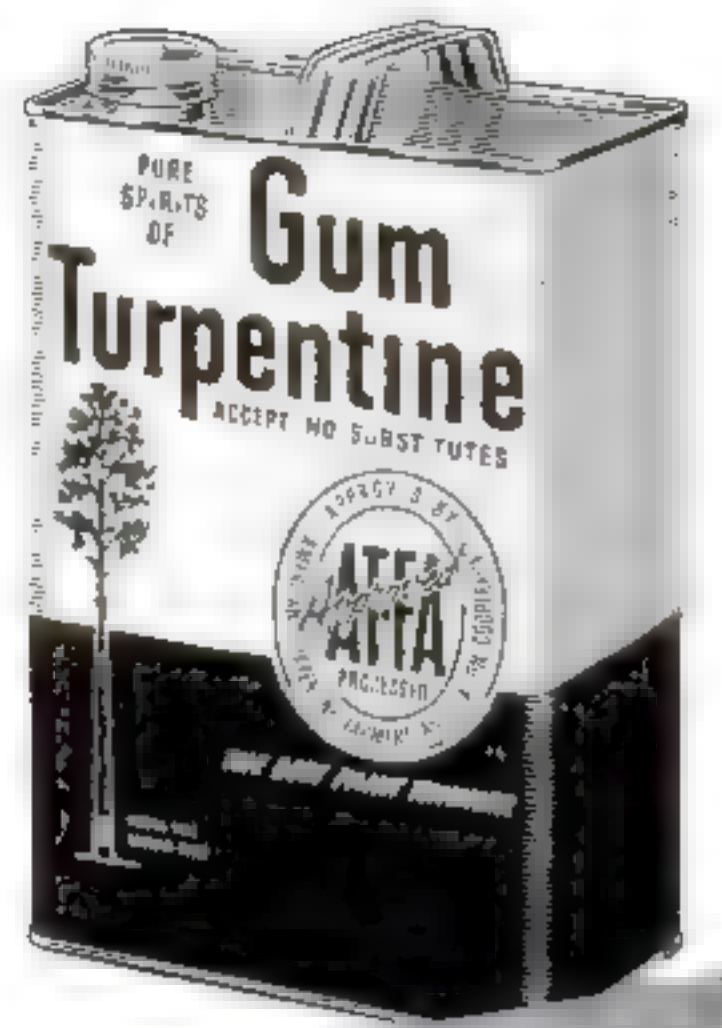
Tallulah makes herself sound extremely rowdy—and at times she is—but she neglects to mention that underneath all is innate refinement, the

CONTINUED ON PAGE 12

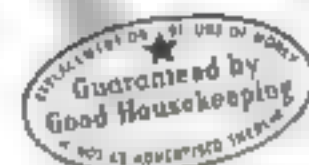
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Run the windows down—no side pillars obstruct your view. The Victoria is the closed car with the openness of a convertible. What's more, you get Ford's famous 43 "Look Ahead" features such as the Automatic Mileage Maker which helped place Ford first in its class in the Mobilgas Economy Run, Automatic Ride Control and Key-Turn Starting. And there's Ford's great 100-h.p. V-8 engine and your choice of Conventional Drive, Overdrive* or Fordomatic Drive*.

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Borden's Buttermilk is...

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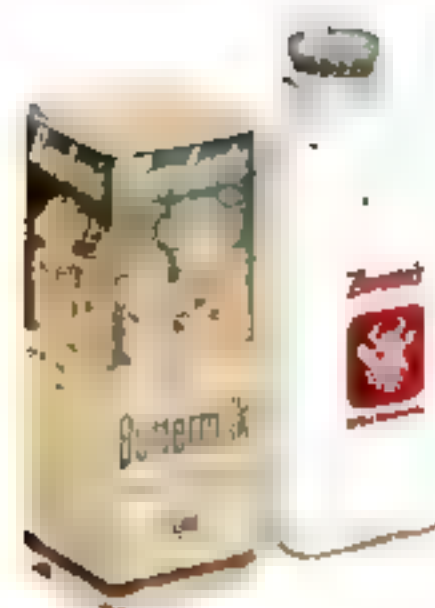
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- So enjoy plenty of cool, refreshing Borden's Buttermilk, starting *today*. It's the *ideal* thirst-quencher... and so good for you!
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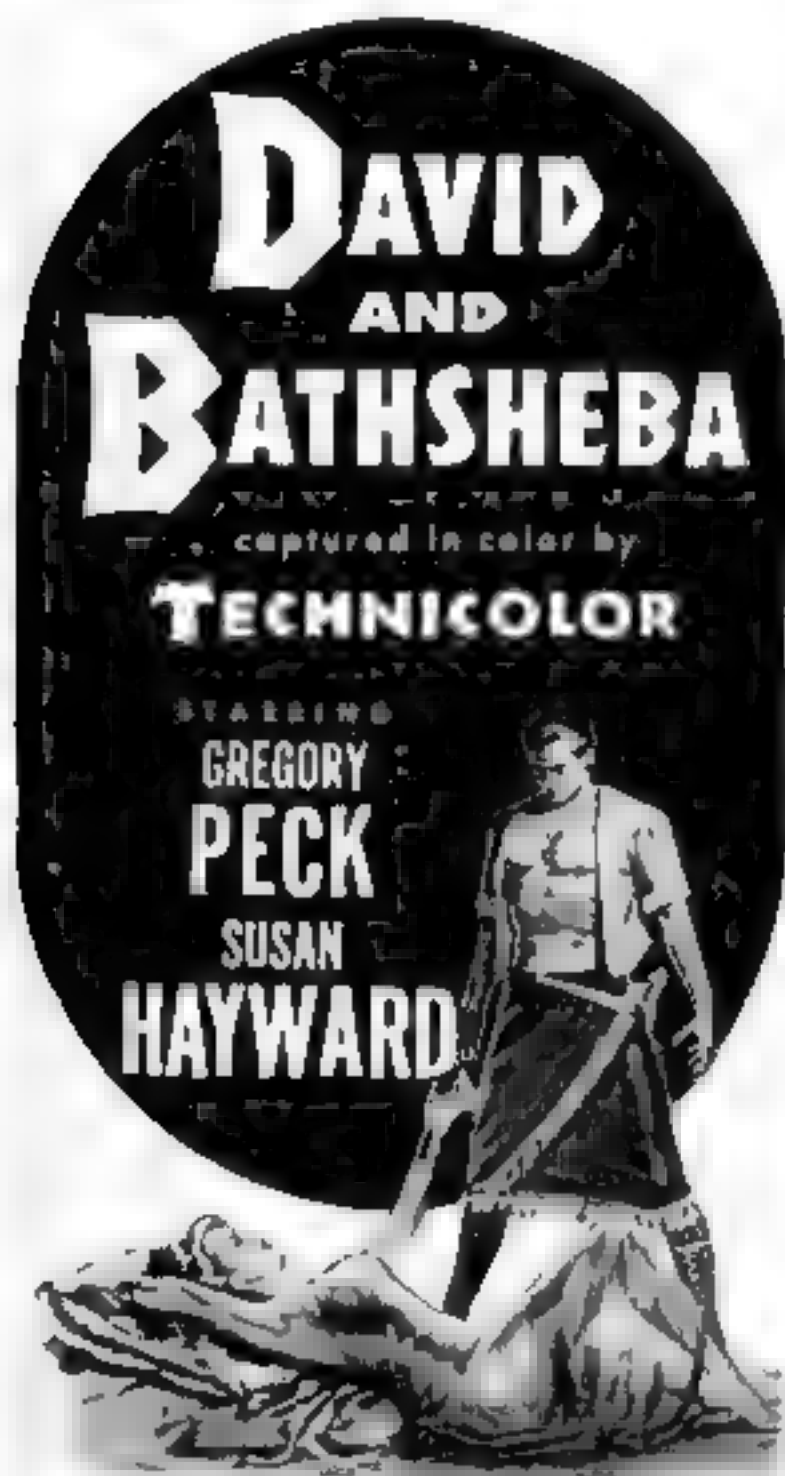
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LETTERS TO THE EDITORS

CONTINUED

best qualities of a gentlewoman—a generous nature, that can have but few equals. Her tremendous, fine character is beautifully glossed over with a worldly personality, for to people who know her she is all that she seems to be in public—plus the finer qualities of a generous human being that enable her to last and last and last.

CALDER B. VAUGHAN
La Grange, Ga.

● Says Miss Bankhead, "I applaud Mr. Vaughan for his uncommon discernment. He's writing of that other Tallulah, purified by fire and adversity."—ED.

EDITORIAL

Sirs:

Congratulations on your editorial "It Don't Pay to be Ignorant" (LIFE, June 25). American ignorance of Canadian geography is shocking. Some time ago, expecting to find snow in July, where others ask if Ontario is the capital of Canada.

D. T. GANDIER
Fort William, Ont., Canada

Sirs:

Your editorial missed the point. The fact that so many supposedly educated people are appallingly ignorant reflects less on the quality of their education than it does on the quality of the students themselves. While I believe that everyone should have an opportunity for a college education, not everyone has the capacity for it.

WILLIAM H. ARNOLD JR.
St. Louis, Mo.

Sirs:

What difference does it make where the Ob River is?

ROBERT ISHAM RANDOLPH
Santa Barbara, Cal.

Sirs:

It will be interesting to note how many ignorant Americans read LIFE's attention to its editorial heading.

MITON E. SALAR
Claremont, N.H.

● At least count 50 readers had taken LIFE to task for saying "It Don't Pay to be Ignorant." Our editorial writer has decided it don't pay to be ironic.—ED.

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TREE CLIMBER AND PRUNER



BARBER



FIREMAN

SPEAKING OF PICTURES . . .

... "Vogue" turns eye on workers' clothes

Americans rarely think of themselves as being particularly uniform-conscious. But *Vogue* Photographer Irving Penn has long been impressed by the great variety and distinctiveness of American workmen's costumes and the extent to which clothes and working tools become almost a part of the wearer. The pictures shown here are from a series in this month's *Vogue*. Penn and his assistants picked most of the subjects directly from the neighborhood of the New York studio where the photographs were taken. Almost all of them were happy to pose and took the assignment very seriously. One exception was the plumber (*opposite*), who thought the whole idea was silly.



PLASTERER



MESSENGER FROM CARTIER



MOTORCYCLE POLICEMAN



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PLUMBER



CHEF



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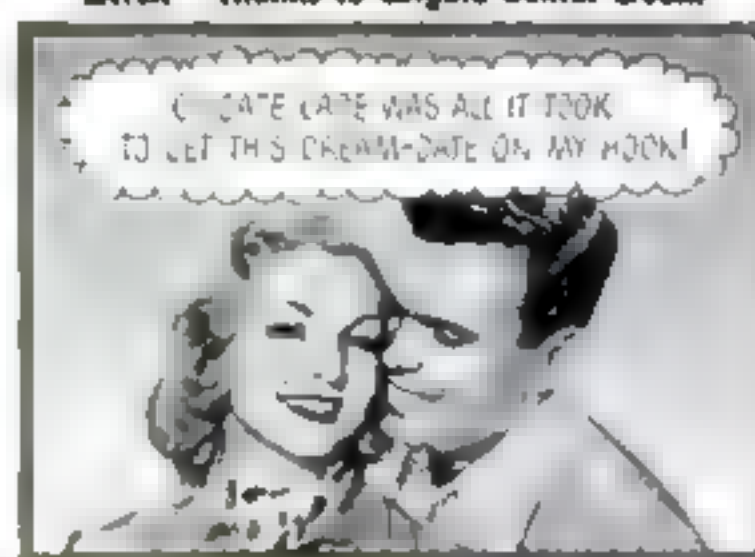
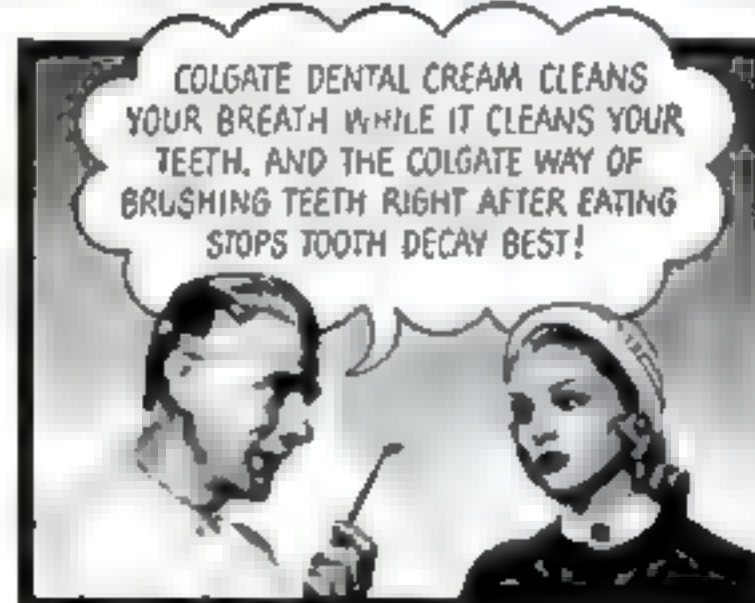
NEWS DEALER



MILKMAN



DEEP-SEA DIVER



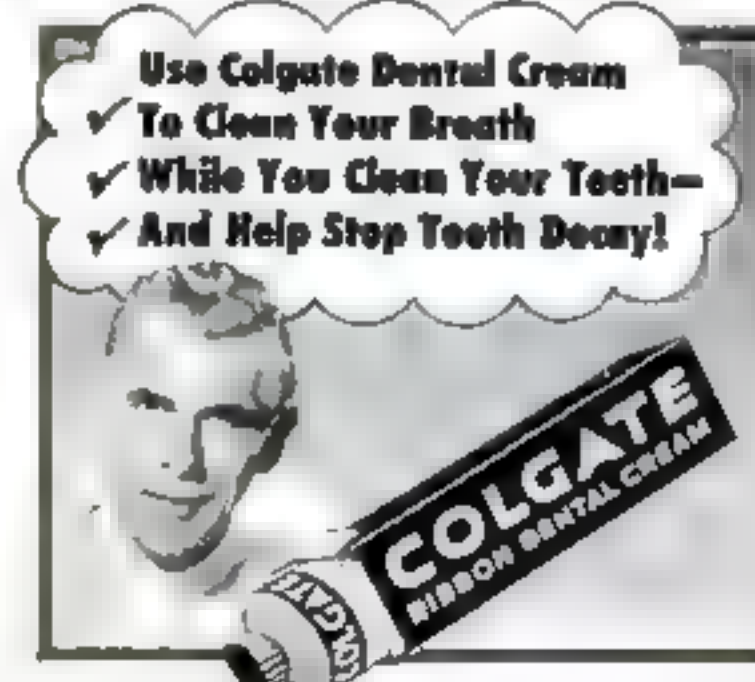
READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!

Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

Yes, and 2 years' research showed that the Colgate way stopped *more* decay for *more* people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!



*YOU SHOULD KNOW! Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.



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HERE IS PHOTOGRAPHER PENN'S UNIFORM: SLACKS, JACKET

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Twilight picnic on the beach, with the driftwood fire glowing red, and the welcome fragrance of good coffee—Maxwell House Coffee rising on the cool evening air. A wonderful time to enjoy the hearty richness of that “Good to the Last Drop” flavor. No other coffee has that famous flavor, because no other is made like it. The one-and-only Maxwell House recipe insists upon certain fine coffees, blended a special way to bring you more *pleasure* in every cup. That’s why Maxwell House is bought and enjoyed by *more* people than any other brand of coffee in the world!

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LIFE'S COVER

For a girl who makes a career of playing dumb, the young lady on LIFE's cover does remarkably well at fending off embarrassing questions. When J. Edgar Hoover recently asked for her exact dimensions, Dagmar replied, "I refuse to answer on the ground that it might incinerate me." Most surprising to Dagmar is the fact that women send her twice as much fan mail as men. Last week, just back from a visit with home folks (pp. 132-138), Dagmar was attracting another kind of attention—this time from the Wage Stabilization Board which officially wondered whether Dagmar's whopping pay raises are unsettling factors in the nation's economy.

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In One
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Loose,
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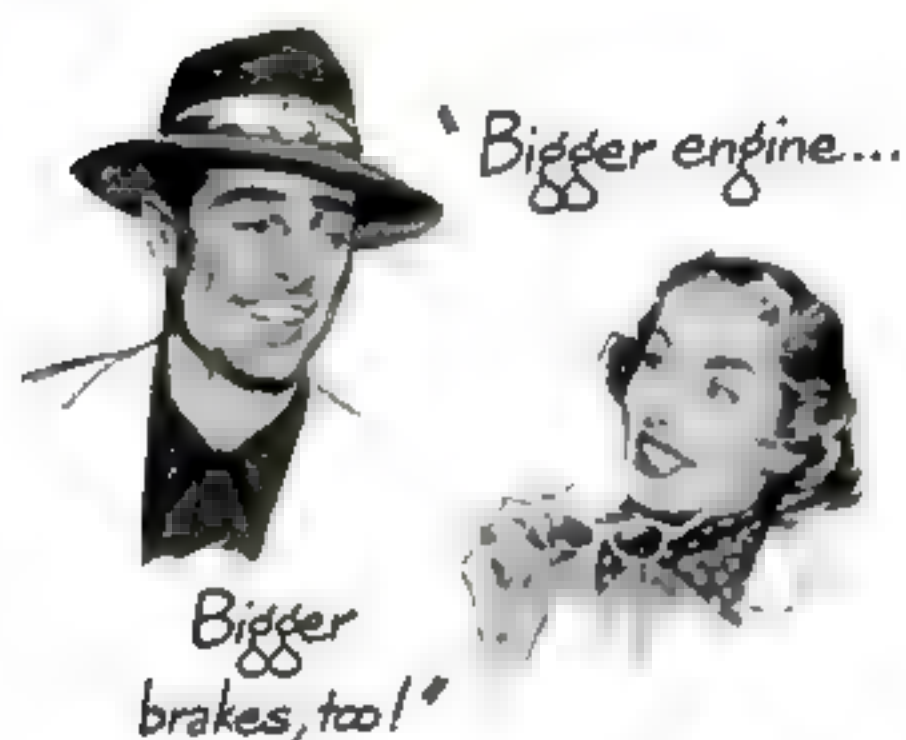
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ON THE ROCKY SHORE OF ANATAHAN ISLAND IN THE MARIANAS, 19 LAST DEFENDERS OF THE JAPANESE EMPIRE RAISE THEIR WHITE FLAG OF SURRENDER

ONE WAR, AT LEAST, IS CONCLUDED

Dead ahead of the Navy landing craft lay a stony beach, beyond that only dense jungle—and the enemy. Glasses scanned the beach and probed into the foliage. Suddenly, as if a gust of wind had rattled the palm fronds, there was movement. Like beasts emerging from their lairs, 19 Japanese stood in the sunlight. Forming ranks, they raised their hands and waved a white flag (*above*). Thus, at 10 a.m. on June 30, 1951 on the remote Pacific island of Anatahan, World War II finally ended for the last known forces of the onetime Japanese empire.

It had cost the U.S. 325,500 lives and \$340 billion to conclude that struggle—and on top of that 13,000 lives and billions more in the year-old Korean "police action." But at least one

war was over. It had been seven years since three small Japanese vessels had been sunk by U.S. dive bombers in the central Marianas. The crew members swam ashore on Anatahan and, unaware of Japan's subsequent defeat, continued to hold their two by five-mile island with two rifles and two machine guns. Only 65 miles to the south, on Saipan, the U.S. Navy had been uncomfortably aware of their existence since 1946. But it was not until last month that "Operation Removal" finally was launched. On June 8 a preliminary expedition left the holdouts 200 letters and pictures from their families in Japan and brought back one of the men, Junji Inoue, former engineer, first class in the imperial navy. He hinted at a startling tale of how six

of the original 43 men were slain fighting over a 29-year-old Japanese woman (*pp. 22, 23*), and added that all those who remained were dominated by one tough, 26-year-old sailor who reportedly controlled the machine guns. This prompted the landing party to approach cautiously after a Navy plane had already dropped leaflets ordering the holdouts to assemble on the beach at 10 a.m. But on the Navy's arrival, the castaways appeared more apologetic than fearsome. A ranking officer, Katsusaburo Usui, captain of one of the bombed vessels, hastened to explain: "These ignorant people are sorry to have caused so much trouble to the Americans. Six years have passed since the surrender of Japan, but we did not know. We are very sorry."



BOWING RESPECTFULLY TO LIEUT COMMANDER J. B. JOHNSON, CHIEF OF "OPERATION REMOVAL," JAPANESE BEGIN FAST INFORMAL SURRENDER CEREMONY



KAZUKO HIGA caused bitter rivalry and six Japanese deaths.

IN SEVEN YEARS THE MEN LEARNED HOW TO LIVE

The Japanese belatedly bowing in surrender found that the greatest problem in their seven-year defense of Anatahan was not the U.S. Armed Forces but a woman. She was Mrs. Kazuko Higa (left), whose husband operated a lonely copra collecting station on the island. After his death by fever in 1946 the trouble began. In 1947 Captain Ishida—hoping to settle rivalries—ordered her to marry one of the stranded crew members. The bridegroom soon drowned mysteriously, and the popular young widow was quickly married to another. After he was suddenly slain, the ex-Mrs. Higa couldn't decide between several suitors, and four more men met violent

deaths. She soon decided that Anatahan was no place for a lady, and in June 1950 she managed to escape to a small U.S. Navy craft which was cruising off the island.

Except for the distracting influence of Mrs. Higa, the holdouts got along reasonably well on their isolated island stronghold. They built comfortable thatched huts and ate bats, lizards, sharks, crabs, coconuts, bananas, sweet potatoes and mangoes. They brewed a potent alcoholic beverage from coconut palms, and from the wreckage of an American B-29 which crashed there in 1945 they fashioned full sets of aluminum pots, pans and eating utensils. The plane's parachutes provided



SURRENDER of arms is made on beach by Jap spokesman Usui.



COOKING POTS and pans were made of aluminum from crashed American B-29.



PET KITTEN of group left the island in a basket made of interlaced palm fronds.



LAST OFFERING is made to one casualty before men depart.



ON ANATAHAN'S ROCKY BEACH. A JAPANESE INTERPRETER STANDS AT RIGHT

WITH OR WITHOUT MRS. HIGA

them with nylon shirts. The group also observed holidays marked in charcoal on a crude calendar, and celebrated New Year's Day by decorating their huts with palm fronds. Then, to better guard against an anticipated American invasion, they ultimately split up into small fighting units. Convinced that attempts to make them surrender were simply an American trick, they turned a deaf ear to loudspeaker broadcasts from passing U.S. Navy ships. It was only the letters from home, left on the beach by the Navy, that finally changed their minds. Last week when the Navy also made good its promise to fly them back to Nippon, the 19 men discovered certain other brutal truths. Not only had Japan lost the war and its empire but they themselves had suffered deeply personal losses. Believing the long-absent men to be dead, five of their wives had remarried.



PHYSICAL EXAM is held on tug *Cocopa*, en route to Saipan.



ICE WATER on tug is pleasant surprise for men after seven long years in jungle.



IN PARTING GESTURE, Japanese bow toward their Anatahan Island home to say "Sayonara" farewell to the last armed stronghold of Imperial Japan.

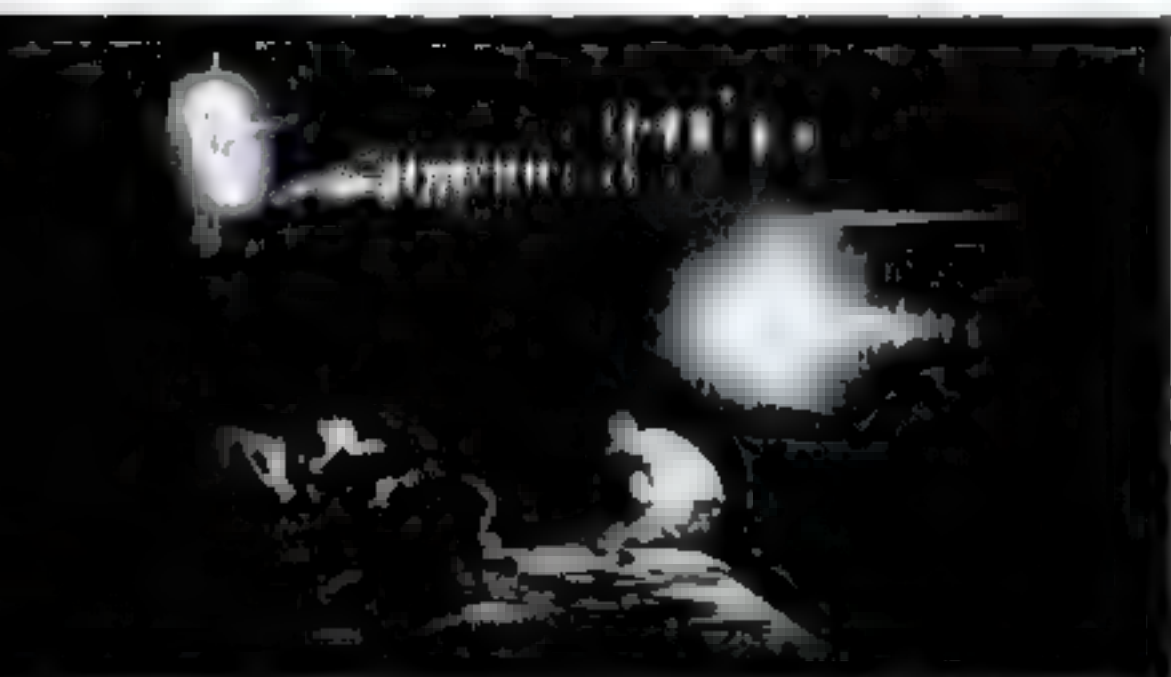
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MEETING PLACE, Kaesong, was taken by U.N. in October (above), lost again, is now no man's land



FIRST SUGGESTION as place for talks was this Danish hospital ship. It was reached, then forgotten.



SECOND THOUGHT resulted in this 20-odd car train. It may still be used as a parley site later on.



FINAL SOLUTION was a helicopter flight to Kaesong in ships flown by crack rescue pilots (above).

PEACE TALKS BEGIN AND THEIR PROGRESS

While the whole world watched the dream of an armistice in Korea drew closer and closer to reality. By Sunday the belligerents had already met to lay the groundwork for the formal truce talks and so far none of the anticipated stumbling blocks had materialized. At General Ridgway's suggestion, the Communists had sent their white-flagged convoy to Kaesong on July 7, three days before their first mentioned meeting date. There was one brief quibble—the Reds had suggested that Ridgway send his representatives, three U.N. colonels and two interpreters, by jeep instead of helicopter. Ridgway said that decision was up to him. On his own part,

the U.N. commander had already abandoned his earlier suggestions that the meeting take place aboard the hospital ship *Thetis*, which perhaps smacked too much of the surrender aboard the *Missouri*, or on a special train, which was perhaps too reminiscent of the surrenders in the forest of Compiegne.

But while Ridgway, already a busy commanding general and administrator of Japan, put in a tough July 3rd (below) with diplomatic matters, war went on much as usual. No one was sure that these talks would really bring the long-hoped-for peace. Even as the preliminary meetings began, Fifth Army Com-



IS SO FAR SO GOOD

mander General Van Fleet was hopping from one front line headquarters to another, exhorting forces to be ready for any trick the Reds might pull. And in Pusan, South Korean President Syngman Rhee's cabinet, a bitterly dissatisfied with anything less than a unified Korea, held a nervous meeting (right). On the front GIs went realistically on with their dirty job. "Let us know when it's over," said one cynically. "We want to be sure to end it on time." For others, sick of flies, heat and dust, peace could never come too soon. "As far as I'm concerned," muttered a sergeant, "they can use a dirty wad of chewing gum to seal it with, so long as they end it somehow."



KOREAN CABINET meeting was called by President Syngman Rhee (head of table) as the peace talk

arrangements were being made. He has protested U. N. apparent intention to settle for divided Korea.



MATT RIDGWAY, BUSIEST MAN IN THE FAR EAST, LEAVES GHQ IN TOKYO, THREE STEPS AT A TIME

FOR A STRONG EUROPE

SENATOR BOB ON THE JOB

The performance of Congress in recent weeks ought to disturb all Americans. Both Republicans and Democrats, in both the House and the Senate, have indulged in a series of wild assaults on the mobilization program which should give them shame and pause. The restrictions recently voted—some finally, some tentatively—on price rollbacks and credit controls are mistaken in themselves. In addition they constitute a disgraceful surrender to the pressure of lobbyists and a dangerous invasion of administrative fields.

All this being so, it is pleasant to turn from the shockingly bad performance of the 82nd Congress to a happier note in the Capitol news. Senator Robert A. Taft, the astute Ohioan, has accomplished one of the watchdog jobs for which he is justly famed. A couple of weeks ago Senator Taft was alerted to a maneuver which had just been pulled by Senator McFarland, the Democratic leader, with the assistance of 17 other Democrats and five Republicans. Onto a minor tax bill, innocuous in itself, they had tacked one of those obscure amendments which nobody would bother to look at too closely.

The effect of the amendment was to increase federal contributions to social security by \$256 million a year—more than the Senate had saved up to then with a lot of picayune budget cuts. The increases in themselves may have been defensible, but as the amendment was drawn it required no corresponding increases in the states' share of social security costs and might have opened the way to a really big raid on the federal treasury. Once alerted, Senator Taft persuaded the Senate to reconsider its vote. The Senate Finance Committee, which the amendment's sponsors had by-passed, cut down the increases, and the Senate as a whole now has a chance to give the proposal the study it should have had in the first place.

Bob Taft has made his share of mistakes. But when he is at his best, he is the best in the U.S. Senate.

With his sure instinct for saying the right thing at the right time, General Eisenhower gave European union a big boost in a Fourth of July speech in London last week. The gist of what he said will be found in an article about him and Western Europe beginning on page 108 of this issue. Here we note only one of his points—his assertion that through effective political and economic union the Western Europeans can achieve "early independence of aid from America."

General Eisenhower is far from being the first American to say as much. Paul Hoffman during his time with ECA constantly urged the Western Europeans toward economic integration. Various U.S. congressmen have tried again and again to make concrete steps toward union an outright condition of Marshall aid. More recently ECA Ambassador Milton Katz has given effective expression to the American feeling that Europeans *could* increase their productivity by upwards of \$100 billion a year—especially if they united.

If any one thing is clear about American policy and American preferences, it is that Americans are for some form of union in Western Europe—and are for it because they think

it will make Western Europe strong. Yet the illusion persists that the U.S. somehow wants to "dominate" Western Europe. The Communists continue to make hay with this idea, and all too many Western Europeans are still falling for it. Upon reflection they may realize that if the U.S. wanted to make stooges of the Western Europeans and their respective governments, U.S. spokesmen would not be urging and begging them to make themselves strong through union. Instead General Eisenhower and Ambassador Katz would be doing everything within their power to keep things as they are.

So the American attitude is perfectly clear: Americans want Western Europe now and all of Europe eventually to be strong, independent, free. And they think union would be the biggest possible step toward the fulfillment of this great hope. President Truman and Secretary of State Acheson ought to be saying all this as plainly as General Eisenhower says it. We can then expect articulate Europeans who are not Communists to be equally accurate and forthright when they undertake to explain U.S. hopes and purposes to the people of Europe.

FOR A FREE EUROPE

General Eisenhower probably has never seen it, but if he had he would be heartened by this statement: "The peoples of Central and Eastern Europe are eager to take their natural place in the great movement of free peoples towards better relationship and closer union. They are desirous of establishing among themselves strong ties of a federal character and of joining in the formation of a United Europe."

These words are quoted from a remarkable "Declaration of Liberation" which was signed at Independence Hall in Philadelphia last Feb. 11 by some 200 exiles from 10 countries of Soviet Europe—"ten ancient nations," said one of the signers, Monsignor Bela Varga of Hungary, "ten nations now shackled in Soviet slavery." The National Committee for a Free Europe printed and distributed the Declaration in June, and today the committee's Radio Free Europe is carrying the message of the signers to their countrymen in Albania, Bulgaria, Czechoslovakia, Estonia, Hungary, Latvia, Lithuania, Poland, Romania and Yugoslavia.

The Declaration is framed in the language of Western freedom. It rings with echoes from the Declaration of Independence and from the U.S. Constitution, and it refutes the assumption of all too many Americans that their principles of freedom somehow cannot be "exported" to others. To the signers of this Declaration "freedom" means what it means to Americans. For example, the signers hold that any effort to deliver Soviet Europe from Communism "must aim at the liberation of Man as well as nations"; it must restore his "natural rights." Among the specific freedoms to be restored and protected after liberation they list "the right of *habeas*

corpus, as well as freedom of religion, freedom of research and artistic creation, freedom of opinion and of information, freedom of assembly. . . ." There is a familiar nobility in the Declaration's statements of broad principle:

"All men and all nations are endowed by their Creator with an inalienable right to liberty."

"A just peace in our time" must be founded upon "the principles of law and liberty."

"The peoples of Central and Eastern Europe are firmly resolved, upon their liberation, to join the community of free nations and to establish government of the people by the people and for the people."

There is also a reproach, a pointed reminder to all the nations of the West that their official policy as it stands today does not fully reflect and apply the principles of freedom. "The Great Powers cannot achieve their purpose of safeguarding Western Europe," says the Declaration, "if they base their endeavors upon a recognition, even implied, of the present enslavement of Central and Eastern Europe."

But the dominant note of the Declaration is positive and hopeful. It is well expressed in an accompanying statement by Monsignor Varga, a cleric-statesman who was speaker of the Hungarian Parliament when he fled in 1947. Speaking to Americans, he said, ". . . The peoples of our ten countries are just as determined as you are that there will come a time—and may God grant it will be soon!—when no Iron Curtain will block the free union of all men, a union founded on the principles that are the fabric of American democracy, a union on a worldwide scale that will be enduring."



AFTER FLOOD, MUD

The corn was waist-high in Lenape, Kans., when the Kaw River suddenly poured over the land, ruining the standing crop and grain in bins. Last week it subsided and left behind

something worse: a sea of mud that sucked at tires, rubber boots and Mr. and Mrs. Orville Johnson, shown here wading dismally through slime that surrounds their home,





MISS FRAZER'S PRAISE TURNS DUCK'S HEAD

AFOWL OF THE LAW

Pasadena's dulcet-toned duckling beats the rap on eviction notice and becomes a television star

Unlike his clamorous cinematic cousin Donald, Quack-Quack, the dulcet-voiced duckling of Pasadena, is a model of deportment. Reared almost from the shell by Miss Ethel Frazer, a 63-year-old waitress, Quack-Quack spends his days sliding down a backyard chute-the-chute or playing in a sandpile with neighborhood youngsters. At night he dines quietly in Miss Frazer's apartment. In fact Quack-Quack is always a quiet duck; his vocal cords can produce only a scarcely audible quack. In the light of these qualities, it is hard to believe there is a law Quack-Quack could violate. Alas, not so. Last month a building inspector ruled the duck must be evicted under an ordinance forbidding anyone to keep ducks within 50 feet of a neighbor's house. Miss Frazer headed for City Hall to tell the Board of City Directors how much Quack-Quack meant to her and the neighborhood youngsters. When Mayor Abernethy ruled that, ordinance or no, Quack-Quack could live as long as he liked with Miss Frazer, a television station put the duck on the air. His confident, pear-shaped performance persuaded many critics that, had Radio Comedian Joe (Wannabuy a duck?) Penner lived, Quack-Quack inevitably would have become his co-star.



PLEADING HIS CAUSE, the duck uttered two soft quacks while city directors were considering his case. His good behavior before the board earned clemency.



DINNER AT HOME for Quack-Quack includes a cup of tomatoes and lettuce. The duck, whose day invariably begins with a shower, prefers corn-on-the-cob.



SNACK AT STUDIO—cherries decorating his owner's hat—proves inedible as duck prepares to face the television cameras. "Lady" in background is a dummy.



POSING FOR CAMERAS, Quack-Quack conducts himself with quiet dignity. Earlier he had primped for appearance before mirrorlike glass doors of the studio.

KIDNAPING IN PUBLIC

Navy snatches Thailand's premier before cameras, then loses him

Except for the threat of rain, Bangkok was in a festive mood on the afternoon of June 29. This was the day U.S. Chargé d'Affaires William Turner was handing over to Thailand the \$600,000 dredge *Manhattan* that would be used to deepen the capital city's harbor. As the ceremonies got under way, Premier Pibul Songgram noted a small landing craft heading downstream toward the royal landing. "Everyone is coming today," he observed proudly, "by land, sea and air." Grandly he thanked Turner for the *Manhattan*, Buddhist priests blessed the dredge, and the premier went aboard to inspect it. The landing craft drew alongside, a dozen armed marines hopped out, and the festivities abruptly ended. Shortly Pibul came down the gangplank under guard, waved to the diplo-

matic corps, stepped into the landing craft and was whisked off upstream to the naval flagship *Sri Ayuthaya*. Thailand's navy had revolted.

The army and air force, feuding with the navy in the best unification tradition, set out to rescue the premier. For 48 hours fighting raged in Bangkok while the flagship was bombed from air and land. On the second day bomb fires neared the ship's magazines and the officers who had engineered the coup abandoned ship. Pibul promptly stripped to his shorts, leaped overboard and swam ashore, where he conferred with the naval commander. The navy agreed to release Pibul and Thailand's seventh coup since 1932 was over. Clothed again in trousers and the dignity of his office, the premier promptly set up a 42-man investigating commission.



BEFORE THE COUP Premier Pibul Songgram (left) expresses nation's gratitude to U.S. Charge.



DECORATED DREDGE, decked out for presentation ceremony, is 288-foot veteran of U.S. East

and Gulf Coast operations. It was towed by tug all the way to Bangkok from its home port of Philadelphia.



KIDNAPING BEGINS as unruffled premier, with back turned at foot of *Manhattan's* gangplank, is



ON KIDNAP CRAFT Pibul (in white suit at right of flag) is whisked up the river out of sight of shore

watchers. Armed marine (left of flag) politely covers captive, who was later transferred to navy flagship.



END OF POLITENESS came as street fighting broke out in Bangkok. In picture above crouching



d'Affaires William Turner for FCA gift of dredge. Canopy (background) is shelter for official guests.



covered by guns of rebels on deck and aboard ship. At rail and on upper deck guests watched the abduction.



gunner (left) guards a road leading to naval storehouse as another combatant (right) runs to safety.



BUDDHIST PRIESTS sitting cross-legged and barefooted chanted prayers for the safety of the

Manhattan during official ceremonies, which were staged at royal landing on the Chao Phraya River.



MOVING QUICKLY at command of marine officer (left), Pibul walks along carpeted dock of royal

landing from which, in a moment, he will be placed aboard the rebels' American-made landing craft.



THE COUP ENDED in spectacular anticlimax after loyal troops bombed flagship and set it afire.

Both premier and captors swam ashore, where Pibul resumed power. Flagship sank and revolt was over.



SKYROCKETING NET STAR CLINCHES PLACE IN SUN

Last week 24-year-old Dick Savitt (left) of Orange, N.J., who in all his life had never taken a tennis lesson, gave the lesson of his life to Australia's crack Davis Cup player, Ken McGregor, on England's Wimbledon courts (above). After graduating from Cornell University in June 1950, Savitt went barnstorming and early this year rocked the tennis world by winning the Australian championship from McGregor. When they met again, for England's championship, Savitt set out to prove that it was no fluke. He succeeded, 6-4, 6-4, 6-4, and then began packing his bags for home—and a possible grand slam at Forest Hills in September.



FIREBALLS SKYROCKET OVER JERSEY

On Saturday, July 7, 62 minutes after New York City's weekly air raid siren drill ended with the all clear, New Yorkers looking across the Hudson River (*right*) might well have thought their city had been missed but Newark had been hit. The New Jersey sky suddenly erupted into a billowing sheet of orange flame, as millions of cubic feet of propane gas stored in a vast network of tanks near Newark Bay blew up. For an hour and a half a succession of explosions continued to shake the industrial area in the center of a vital transportation complex, spewing smoke, steel and searing flame skyward. The blasts toppled tank after tank (*above*) and pulled out into great balls of fire that seemed to hang over the heads of spectators a mile away (*left*). Because it was a Saturday afternoon few workmen were on duty around the wrecked area of the Warren Petroleum Corp. and, despite the intensity and heat of the blast, there were few injuries.



SKYROCKETING PILOT IS FASTEST UNDER THE SUN

Last week the U.S. took the wraps off the performance of one of its new supersonic experimental planes, and a 34-year-old Californian told what it was like to fly higher and faster than any man ever had before—considerably more than 1,000 mph, more than 12 miles high. The pilot was William B. Bridgeman (*right*). His plane was a small, needle-nosed rocket-powered craft known as the Douglas "Skyrocket" (*above*). At the speed he attained, Bridgeman said, the plane is "really taking you where it wants to"; and at that elevation, "I'm not sure what color the sky is. I think it's dark, but I'm too damn busy to look out and see."





SONGSMITH SAROYAN (left) and Co-Composer Bagdasarian (center) make their own recording of *Come On-a My House* with assistance of Arranger George Catlett.

"COME ON-A MY HOUSE"

Saroyan's words jump out of jukeboxes on Miss Clooney's voice

The undeniable—if anaba-bedly screwball—genius of William Saroyan, which has left its mark on literature, playwriting and movies, finally discovered the jukebox. Blaring out of loudspeakers across the land was inescapable proof: *Come On-a My House*, words and music by William Saroyan and his actor-cousin, Ross Bagdasarian. Written in 1939, the song was unknown until Rosemary Clooney (below) heard a makeshift version in the authors' voices and

adopted it to fill a Columbia recording date. Last week, less than a month after it hit the market, Miss Clooney's hurly-burly invitation to "Come on-a my house-a, my house, I'm gonna give-a you candy . . ." had sold 300,000 copies and was expected to hit a million, and 10 other firms had records on the market. In Hollywood the onetime daring young man on the flying trapeze and Cousin Ross had already finished a new song (*Oh! Beauty!*) and planned more.



LOVER'S LURES offered by Singer Rosemary Clooney include, in Saroyan's lyrics, "apple-a . . . a apricot-a too . . . figs and a dates and a grapes and a cake

. . . Christmas tree . . . a marriage ring and a pomegranate too . . . peach and a pear. . . Come on-a my house-a, my house, I'm gonna give-a you everything."

© 1956 AND REPRODUCED BY DUCHESNE MUSIC CORPORATION, N.Y., N.Y. REPRINTED BY PERMISSION

Because there's only one Bill...

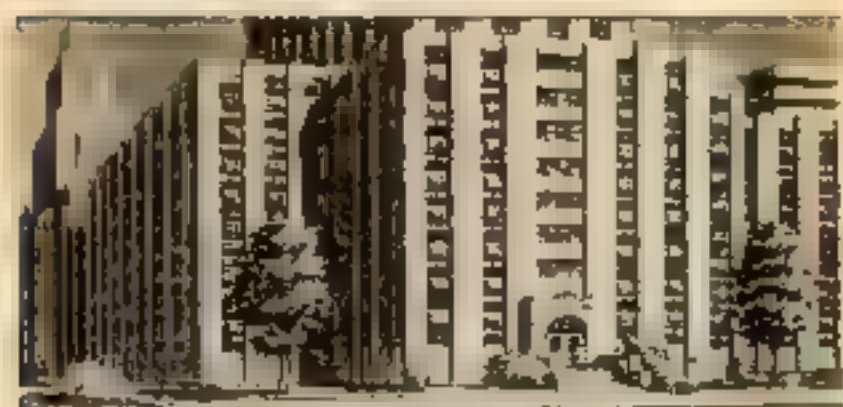
Here you have it all—Tragedy (a little boy has skinned his elbow) . . . Faith (he knows Mother will make it well) . . . Love (it flows from a mother's finger tips).

You avert the tragedy by following the first rule of first aid: "Get it clean and keep it clean."

You justify his faith by using the same first-aid dressings leading hospitals use . . . *Curity*.

And you do this for love . . . because there's only one Bill.

**Use the Same
First-aid Dressings
Most Leading
Hospitals Use**



Most of America's leading hospitals use *Curity* Dressings as a standard of protection. Isn't it good to know that you can get these same famous dressings packaged for home use at any leading drugstore?

Curity

REG U S PAT OFF

BAUER & BLACK

Bauer & Black,
Division of The Kendall Company



A Great Appliance Name On



The Greatest Refrigerator Of Them All

Hotpoint Super-Stor

Masterpiece Of America's Foremost Kitchen Planners

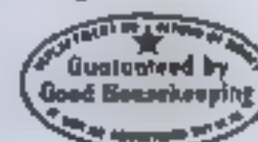
YOU WOULD NATURALLY expect to find the name Hotpoint on this newest and finest of refrigerators. For Hotpoint has pioneered and perfected many of the greatest advances in modern electric kitchens.

● ● **This masterpiece** is actually *two* outstanding appliances in one. Within its single, beautifully styled cabinet you will find a famous Hotpoint no-defrost refrigerator *plus* a genuine zero-cold home freezer!

● ● **The world's most** convenient refrigerator, this superb new Hotpoint Super-Stor places 72% of all storage space at your finger tips! Eight scientifically engineered food preservation zones provide the correct, automatically controlled temperature and humidity for all types of fresh, frozen and cooked foods. The roomy freezer quick-freezes and stores 70 pounds of food.

● ● **Every convenience feature** of modern refrigerator design is incorporated in this new Hotpoint Super-Stor Combination—special butter bin, handy door shelves, leftover racks, sliding aluminum shelves, high-humidity fruit and vegetable drawers, automatic door latches, whisper quiet Thriftmaster mechanism and many others too numerous to mention.

● ● **This handsome Hotpoint** no-defrost refrigerator and food freezer is the finest home refrigerator unit ever developed. Yet it is reasonable in price and may be had on easy monthly terms if you wish. See it soon—at your nearest Hotpoint dealer. * Hotpoint Inc. (A General Electric Affiliate), 5600 West Taylor Street, Chicago 44, Illinois.



* For dealers' names, see your classified phone directory.

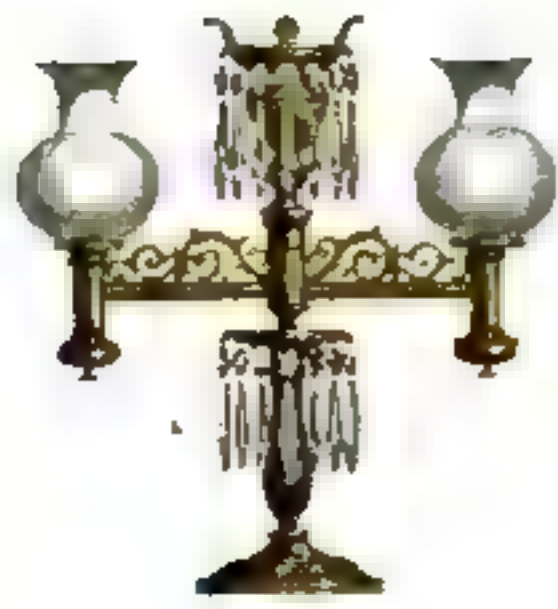
Everybody's Pointing To

Hotpoint

Quality Appliances

Look To Hotpoint For The Finest . . . **FIRST!**

Ranges • Refrigerators • Dishwashers • Disposals • Water Heaters • Food Freezers • Automatic Washers • Clothes Dryers • Rotary Ironers • Cabinets



Evenings have been brightened
by Paul Jones for five generations!



*So smooth, so mild,
so rich and mellow—
The finest Paul Jones
in five generations!*

Paul Jones



Frankfort Distillers Corp., N. Y. C. Blended Whiskey, 86 Proof. 72½% Grain Neutral Spirits.



LOCKHEED INTERCEPTORS SIT IDLE AT THE FACTORY, UNCOMPLETED FOR LACK OF ONE INSTRUMENT, A SAMPLE OF WHICH IS HELD IN THE FOREGROUND

WILSON SOUNDS THE ALARM

U.S. chief of mobilization warns against a national relaxation

Imminence of peace in Korea caught the U.S. at a psychologically dangerous moment, and the dangers were neatly underscored in the report handed up to the President last week by Defense Mobilizer Charles E. Wilson. As the condensed checklist on page 42 indicates, the report showed that readying of the nation's vast production machine to meet still-present dangers was generally proceeding apace. But less happily it also showed how program was hamstrung by shortages of machine tools, skilled manpower (engineers, draftsmen) and sometimes (as at

the Lockheed plant, *above*) single components.

Wilson emphasized the defense effort cannot be relaxed because the enemy, by attacking in other areas, can still destroy the world balance of industrial power. Wilson had good reason for alarm—only a few days earlier Congress had refused to extend the Defense Production Act beyond a meager 31 days. And, as Wilson convincingly pointed out, the production program must be accompanied by adequate anti-inflationary measures or the U.S. may defeat itself at home while it guards its ramparts overseas.

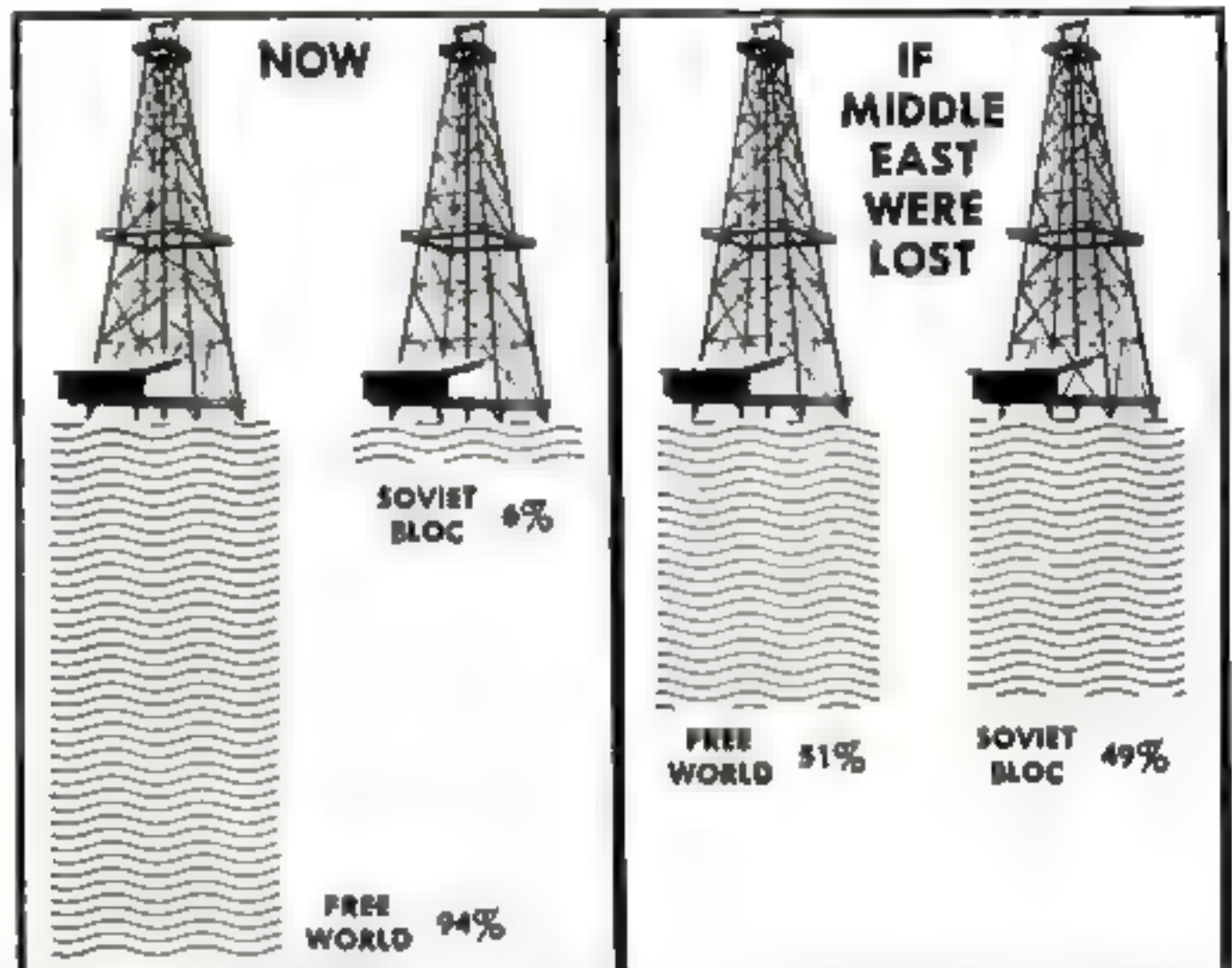


CHARLES WILSON AT CONGRESSIONAL HEARING

U.S. WORLD PROBLEMS



BALANCE OF INDUSTRIAL POWER, now and as it would be if Western Europe fell to Russia, is shown above. European conquest would, among other things, increase the Soviet annual steel production from 55 to 94 million tons.



WORLD OIL RESERVES are held largely by free nations because the Middle Eastern countries (18 billion barrels) have been friendly to them. Fall of the Middle East to Russia would end advantage, force U.S. to supply Europe.



TOTAL POPULATION is now roughly two to one in our favor. If Russia controlled Western Europe, which has world's largest concentration of skilled manpower, and Asia's millions, odds would become one to three against us.

It's written in the Stars!

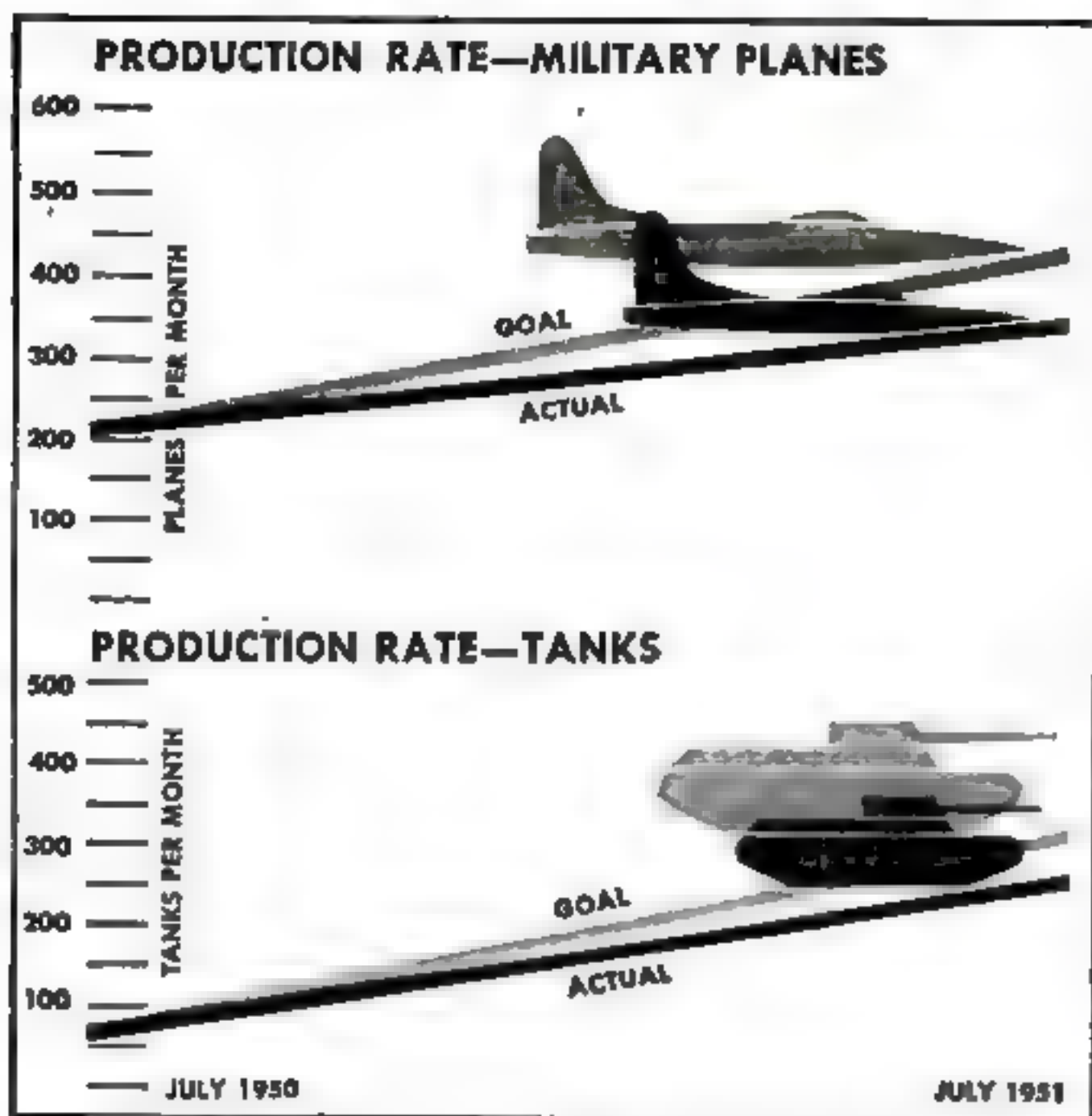
HAIG & HAIG
4 1/5 QUART 86.8° PROOF
FIVE STAR
Blended Scotch Whisky
100% SCOTCH WHISKIES
BLENDED AND BOTTLED BY
HAIG & HAIG
LIMITED
Markinch & Edinburgh, Scotland
SPECIALLY SELECTED
PRODUCT OF SCOTLAND
DISTILLED IN SCOTLAND
AND BOTTLED IN THE UNITED KINGDOM
UNDER GOVERNMENT SUPERVISION

BLUE CHIPS
BY HARRISON

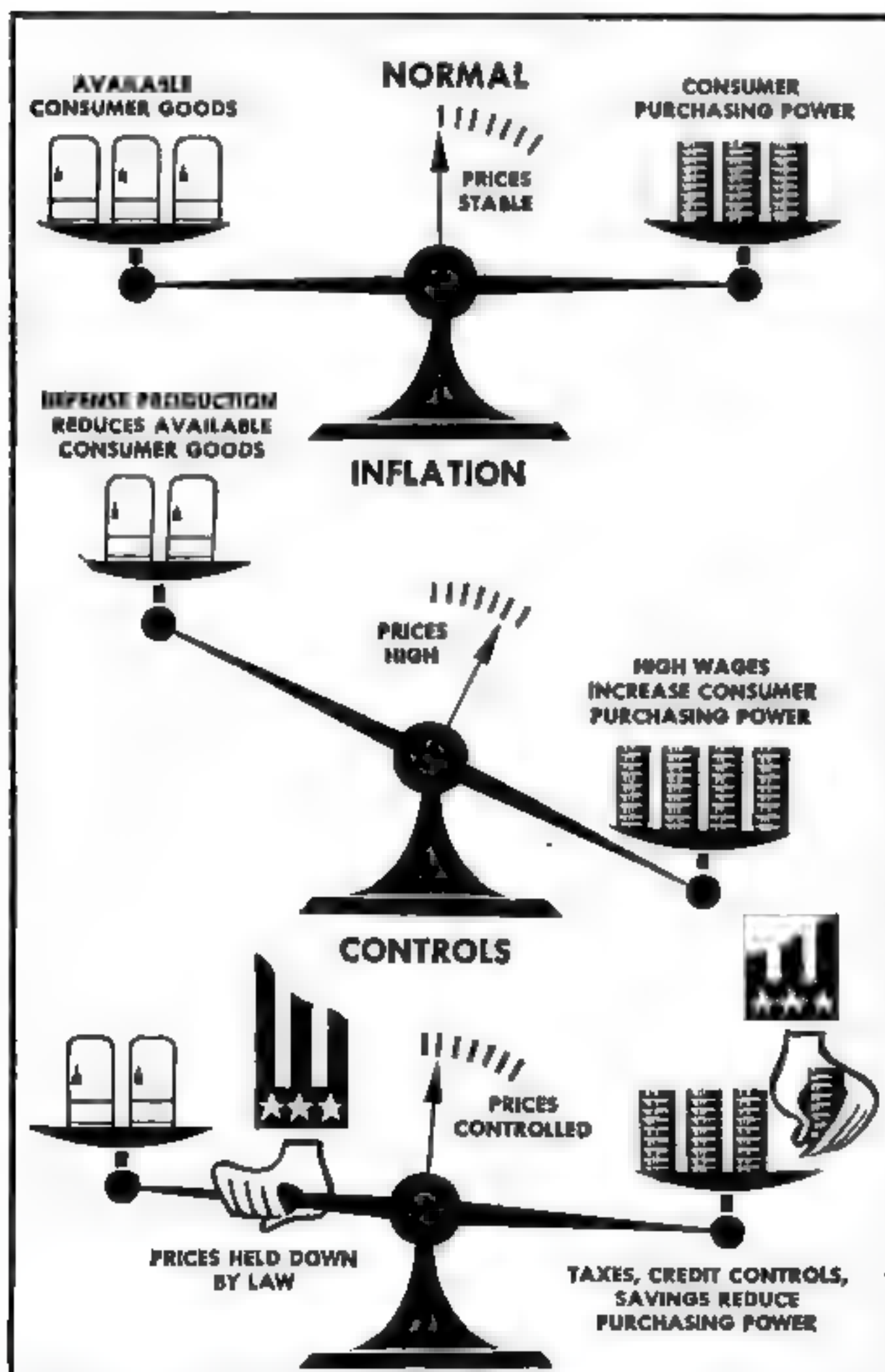
FIVE STAR
Haig & Haig

BLENDED SCOTS WHISKY • 86.8 PROOF • RENFIELD IMPORTERS, LTD., N. Y.

U.S. DOMESTIC PROBLEMS



U.S. PRODUCTION LAGS in military aircraft and tanks are shown above. While the monthly production of both (black lines and figures) is well above the pre-Korean rate, it is still 20% below the assigned schedule (gray lines).



MECHANICS OF CONTROLS are shown above. Conversion of the normal economy to defense production increases the national income, reduces amount of civilian goods available, thus making controls necessary to restore balance.

CONTINUED ON NEXT PAGE

"So she ups and kisses me!"



"Wives, my friend, are unpredictable."

"What happened, George. Have you and Marge had a spat?"

"Nothing like that, Bill. But last month, when I tried to bring up the subject of life insurance, she pouted a little and said, 'Let's not think about your not being around.' Yet, I felt that in times like these we should think about it."

"Right, George. No telling when we'll be back in uniform."

"That was my angle. And it seemed so important that I decided to go ahead with my plans for a Mutual Life INSURED INCOME program. It will support Marge and Sonny and guarantee his college education if anything

happens to me."

"How'd you put that idea across?"

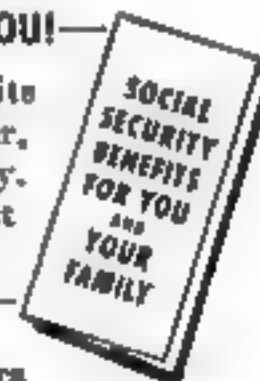
"Simply bolstered up my courage and spilled it. 'Honey,' I said, 'this program provides financial security for you and our son. But it also guarantees money for our retirement, if I am around.' Well, she ups and kisses me... and I felt so good about it that I took her out for the biggest steak dinner in town."

* * *

Insured Income brings solid security into your home — at minimum cost, because it builds on present assets, like your current life insurance and Social Security. Our Field Underwriter in your community will gladly explain, without obligation.

LEARN WHAT THE *New Expanded Social Security* MEANS TO YOU!

SEND FOR FREE BOOKLET—with the facts about Social Security... its value... and how it teams with your life insurance. If you are 45 or under, you'll be particularly interested in this booklet. Mail the coupon today. You'll also learn about the official records you need in order to collect benefits later without delay.



WEATHER — STAR ATOP OUR HOME OFFICE — FLASHES OFFICIAL WEATHER FORECASTS



THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET • NEW YORK 19, N.Y.

Yes, I would like your **FREE** Social Security Booklet—L-79.

NAME DATE OF BIRTH

HOME ADDRESS CITY

COUNTY ... STATE ... OCCUPATION

Be sure of yourself
in any situation . . .
Take NULLO Daily!



NEW PILL **NULLO** **KILLS BODY ODORS** **AND BAD BREATH!**

Absolutely Harmless!
Take it like a vitamin!

What a pleasant, relaxed, secure feeling you have when you take Nullo daily. This harmless little chlorophyll tablet not only stops underarm perspiration odor, it controls all body odors from head to foot all day long.

Take 1 or 2 Nullo tablets every day (internally like a vitamin) and no matter how hot the day, how stuffy the room, what time of the month, you can welcome the closest contact knowing that you're as fresh as though you'd stepped right out of a shower.

There's never been anything like Nullo before. This one pill controls all body odors including odors of the breath. Even onions, tobacco, and alcohol are no match for Nullo. Just chew a

Nullo tablet and your breath is clean. You can be sure you won't offend over the conference table, in conversation, even in contact as intimate as a kiss.

Try Nullo in the 29c Pocket size today. Money back if not delighted. Take Nullo as directed every day to be sure you don't offend anyone . . . anywhere . . . in any way!

Made by a doctor's formula

Nullo is safe as a lettuce leaf! It contains only an ingredient you eat every day in healthful green vegetables—nature's chlorophyll. But Nullo is concentrated chlorophyll! It really works . . . it's really safe. Nullo is the only advertised chlorophyll tablet made by Dr. F. Howard Westcott's exclusive formula.

The De Free Company
Holland, Michigan

Established 1906—Manufacturers of Nurse Brand
Drugs and Wheatamin Vitamins

30 day supply \$1.35.

Economical family size (100 tablets) \$2.95.

NEW POCKET SIZE 29c



*The original chlorophyll tablet
featured in Reader's Digest!*

Wilson's Warning CONTINUED

HE TELLS HOW WE STAND ON:

MILITARY MANPOWER. We have achieved a fighting force of 3.5 million men (it was 1.4 million a year ago). The 3.5 million men are being formed into 24 Army divisions, a 1,100-ship Navy, a 95-wing Air Force.

CIVILIAN MANPOWER. Even with defense production below peak, the labor market is already tightening. Defense work will need two million more persons this year, another 2.5 million next. Many will transfer automatically from civilian to war work, and the normal growth of the labor force will furnish around one million annually. But another one to 1.5 million workers will eventually have to be recruited from the ranks of women, retired and handicapped persons.

MILITARY PRODUCTION. Although \$32 billion worth of orders have been placed, it is still largely in the tooling stage. Machine tools are in short supply, aircraft and tank programs are lagging.

PLANT CAPACITY. After World War II the government retained, in whole or part, 440 war-built plants as a reserve industrial capacity. Now 278 of these have been reactivated. These include 17 for the production of such scarce metals as aluminum, magnesium and copper.

ATOMIC WEAPONS. Improved A-bombs are being produced on an industrial basis. Development of atomic warheads for artillery shells and guided missiles, and of atomic-powered submarines, is proceeding.

TRANSPORT PLANES. We now have developed the C-124, with a range of more than 4,000 miles, capacity of 222 paratroopers. Under way is the XC-99, with a range of 8,100 miles, capacity of 400 troops.

COMBAT PLANES. The first all-weather jet fighter (F-94) is already in action in Korea, but the all-jet XB-52, the bomber which is to replace the B-36, is still two years away from quantity production.

STEEL. Our annual rate of ingot production now is 108 million tons; by mid-1953 we expect to have raised it to 118 million tons. But to achieve that rate we must greatly expand our outmoded coke manufacture facilities, and must find millions of tons of scrap and pig iron.

ALLOYING METALS. Alloys vital to steelmaking are in short supply, notably cobalt, columbium, molybdenum, nickel, tungsten. Most of them are imported and we are trying to find substitutes for them.

ALUMINUM. We now estimate a need of almost 1.5 million tons a year, which is almost twice our capacity a year ago. But this will require an additional 1.5 million kilowatts of electric power.

ELECTRIC POWER. Already short, we have set a new target of 97 million kilowatts capacity by the end of 1953, which would increase existing facilities by 40%. But copper shortage may hinder this.

PETROLEUM. We now depend on foreign sources for nearly one million barrels of oil a day, a supply which could suddenly be cut off. We are trying to bring in 43,400 new U.S. wells this year.

RAIL TRANSPORT. We will need 250,000 additional freight cars by mid-1953. We are building about 10,000 new cars a month but the shortage of steel may reduce this rate of construction.

SULPHUR. We are expanding facilities but not fast enough; new sources will have to be exploited. Similarly, by 1953 the demand for nitrogen, used in fertilizers and high explosives, may outstrip supply.

FARM PRODUCTION. U.S. farmers are well on the way to achieving a 4% increase in production over last year. Meat and poultry production is expected to increase, fish production to hold at high level. But recent bad weather may cause drop in wheat, oats and barley harvest.

CONSUMER GOODS. Refrigerators and washers are down 10 to 15% below 1950 and auto production is currently dropping to about 65%. However, it is clear that in the next 12 to 24 months the U.S. will not need the record production which was achieved in the last year.

CONSTRUCTION. Total volume of construction will decline, despite considerable defense building because of material shortages and restrictions such as those on amusement and luxury home building. The number of new houses being started is two thirds that of a year ago.

"Try it for a change...

and you'll never change back!"

**Ballantine Ale
begins where
other brews
leave off...
in flavor...
in satisfaction!**



The light ale that's strong on flavor...

AMERICA'S LARGEST SELLING ALE

P. Ballantine & Sons, Newark, N. J.

We plant a very special variety of broccoli—Italian Green Sprouting. It's tenderer, tastier!



We pick Birds Eye Broccoli when the heads are bright green and heavy!



We wash it with oceans of cold water. Trim away all the waste!



Quick, like bunnies, we rush it to be quick-frozen—so you get all the farm-fresh flavor!



Best broccoli you ever ate—fresh or frozen—or your money back!



It isn't just luck that Birds Eye Vegetables taste better. That's why they outsell the next most popular brand **3 to 1**



"Better Buy BIRDS EYE!"



WHICH ORANGE JUICE TASTES BETTER THAN JUST-SQUEEZED?



BIRDS EYE GUARANTEED THE BEST OR MONEY BACK!



GET BIRDS EYE ORANGE JUICE TOO!



LONG ISLAND VETERAN, SLOSHING IN PUDDLES, APPLIES COPROX TO HIS LEAKING BASEMENT WALLS. AFTER TWO COATS IT WAS COMPLETELY WATERPROOF

HOW TO HAVE A BONE-DRY BASEMENT

New copperized cement that unites chemically with masonry is applied inside to keep water outside

The one problem that plagues more homeowners than any other is the damp or downright wet basement. Heretofore the surest way to rectify this condition was to have a trench dug down to the footing all around the house, so that the waterproofing could be applied from the outside. This was always a costly operation and it often seemed simpler and wiser to bail or install a pump. Now, a new compound of copper oxide and Portland cement has been perfected which

completely waterproofs masonry walls when applied inside or out. It differs from other coatings and from waterproof paints because it not only plugs all the pores but unites in a permanent bond with the masonry, forming a stone-like surface which resists great hydraulic pressure. Called Coprox, the new compound comes in a powder form, must be mixed with water and may then be applied to concrete, cinder block, stone block, sand-grit block, terra cotta,

brick or cement. The clammiest the wall that is to be treated, the better, because Coprox must be applied to a wet surface. If the wall is dry, it should be soaked before coating. Now available at retail at a price less than that of good, ordinary paint, Coprox has been successfully used by the U.S. Army in waterproofing basements, by New York City in stopping leaks under bridges and by Columbia University in their seismological laboratory which must be kept bone dry.



GOOD TASTE TODAY...

Send 10¢ for NEW 16-page booklet with 100 tips on "Good Taste Today," Box A-17, Oneida, N. Y.

Scoop out the juice! Use your spoon to extract juice when you're eating grapefruit... no matter how juicy, never squeeze fruit by hand. Just as revealing as your table etiquette is the good taste of your table appointments. A handsome set of matched silverware probably contributes the most for the least money. An 1881 (R) Rogers (R)* service for 8 is only \$39.75, chest included! Compare this long-lived silverware for weight, design and finish—a remarkable value! Three lovely patterns to choose from.



*pattern shown is the new Brockwood**

1881 ROGERS

SILVERPLATE by ONEIDA LTD.

(Advertisement)

*Trade Mark, ©1981, Oneida Ltd., Oneida, N. Y.

Ricndo
the finest RUM
from PUERTO RICO
GOLD or WHITE LABEL
every drop 4 years old

86 PROOF • BENFIELD IMPORTERS, LTD., NEW YORK

why some women hate to shop

Many women once hated to shop for an underarm deodorant because they had tried many, found none that filled all their requirements. According to a survey, over 6,000,000 were dissatisfied with deodorants they'd used!

* * *

Last year, however, the Andrew Jergens Co. chemists produced a deodorant these women love to shop for because it answers all their complaints. It's amazing triple-action spray Dryad.

* * *

Jergens Dryad protects three ways — instantly. It checks perspiration *instantly*. It eliminates the odor of perspiration acids *instantly*. And it overcomes odor-causing bacteria *instantly*.

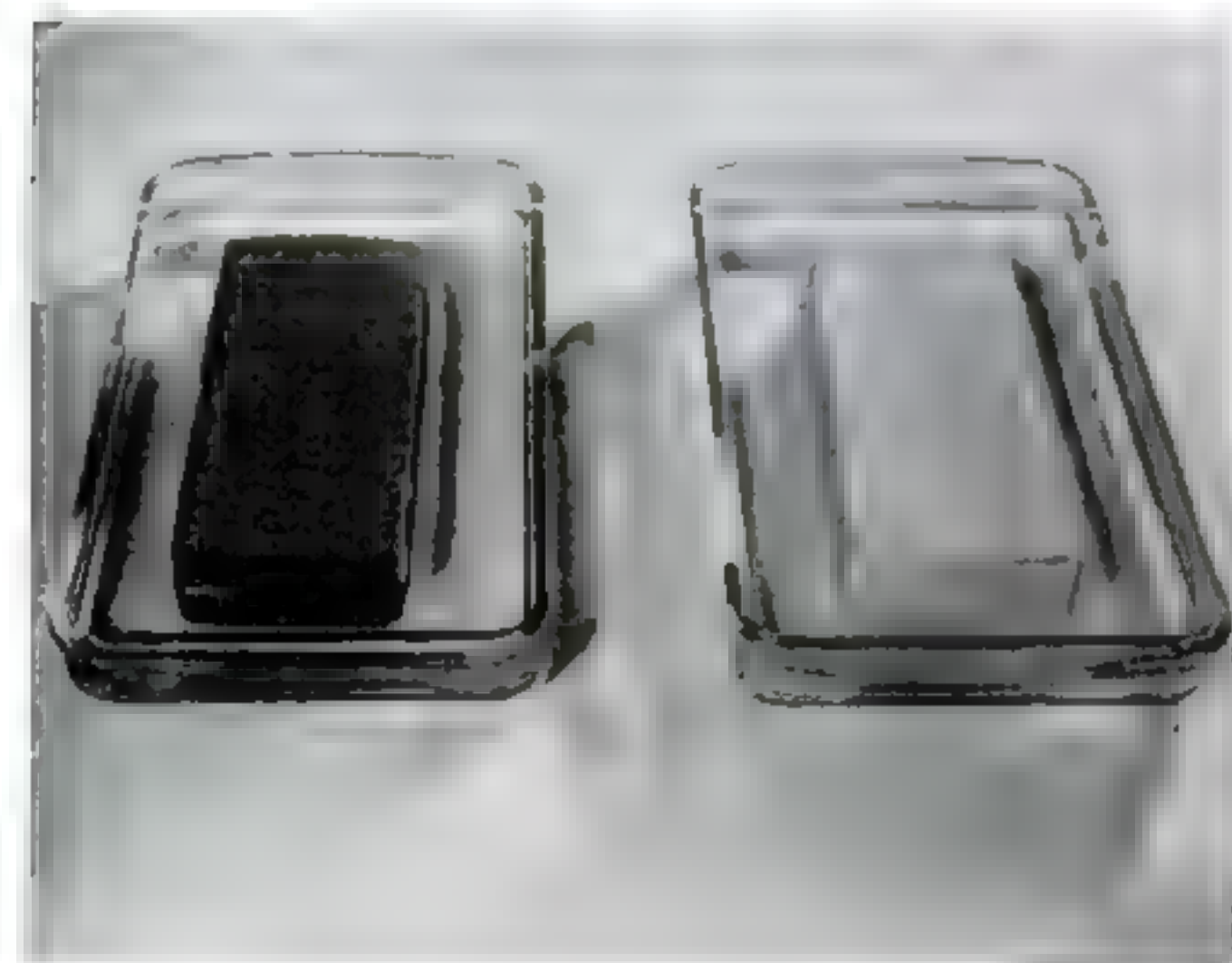
* * *

No other deodorant can duplicate Dryad's effective 48-hour protection. Yet it won't harm fragile fabrics, has a nice fresh fragrance. Get the pretty pink squeeze bottle today — and see for yourself! One bottle lasts for months. Only 49¢ plus tax. (Also in cream form).

Water Stopper CONTINUED



WEIGHED DRY on a brass scale, two porous bricks, the right one coated with Coprox, the left one uncoated, balanced one another almost perfectly.



SUBMERGED IN WATER, the bricks were left to soak for half an hour. The uncoated brick appreciably changed color, was obviously absorbing water.



WEIGHED WET, the uncoated brick (left) was found to have absorbed more than half its weight in water, while the coated brick (right) was waterproof.

CONTINUED ON PAGE 48

"Tied in knots"

by ordinary pants that
grip, mark, cut circulation?



Playtex Babies are happy even on Hottest Days

Playtex[®] Baby Pants don't cut circulation

—they stretch all over for light, cool summer comfort



See how gently they fit!

This simple "forearm test" proves to you that Playtex Baby Pants give waterproof protection without cutting off circulation. Made of soft, cool, liquid latex—stretchier all ways than rubber, plastic or fabric!

Only Playtex Baby Pants—made of liquid latex—cling so gently at leg openings and waist. So extra-light, extra-cool, baby is comfortable even in hot weather.

Accurately sized to baby's weight, they keep their shape and softness. And they wear—and wear. No wonder more mothers buy Playtex than any other kind in the world.

To keep your baby happy, and "socially acceptable"* as well, change him to Playtex Baby Pants. At department stores and wherever baby needs are sold.

INTERNATIONAL LATEX CORPORATION, Playtex Park, Dover Del. • PLAYTEX LTD., Montreal, Canada



Playtex Baby Pants
Pink, white, blue. In silvery gift packages 79c

Playtex Transparent Baby Pants
Extra light, extra cool. In silvery gift tubes 89c

Playtex Snap-On Baby Pants
Only snap-ons that stretch all over. In silvery gift boxes \$1.19

*TRADEMARK
© 1961

There's no substitute for RCA VICTOR

MILLION PROOF television!

and it costs so little to own—as little as \$219.95



14-inch RCA Victor Bentley. Why settle for less when America's favorite television costs so little and delivers so much—Million Proof performance, quality already proven in millions of homes! This smartly priced table set comes in rich, maroon plastic. Has phono-jack for plugging in a record changer like the "Victrola" 45 attachment. RCA Victor 4T101. \$219.95



Tune in the "Private Files of Rex Saunders" with Rex Harrison on NBC radio. Consult newspaper for day and time.

17-inch RCA Victor Highland. A big-picture beauty and a real buy. Clear, steady pictures you can't beat for quality—RCA Victor's new, extra-powerful picture-pickup means best possible reception. Mahogany or walnut finish—honed oak slightly higher. RCA Victor 7T112. \$359.50

Only RCA Victor owners can buy the RCA Victor Factory-Service Contract for expert installation and maintenance. Buy it with your set. If you already own an RCA Victor set without this protection, call the RCA Service Company for a maintenance contract now.

"Victrola"—T.M. Reg. U.S. Pat. Off.

Prices shown are suggested list prices including Federal Tax. Subject to change without notice and to Government Price Ceiling Regulations. Slightly higher in the far West and South.

RCA VICTOR

Division of Radio Corporation of America

WORLD LEADER IN RADIO...FIRST IN RECORDED MUSIC...FIRST IN TELEVISION

Water Stopper CONTINUED

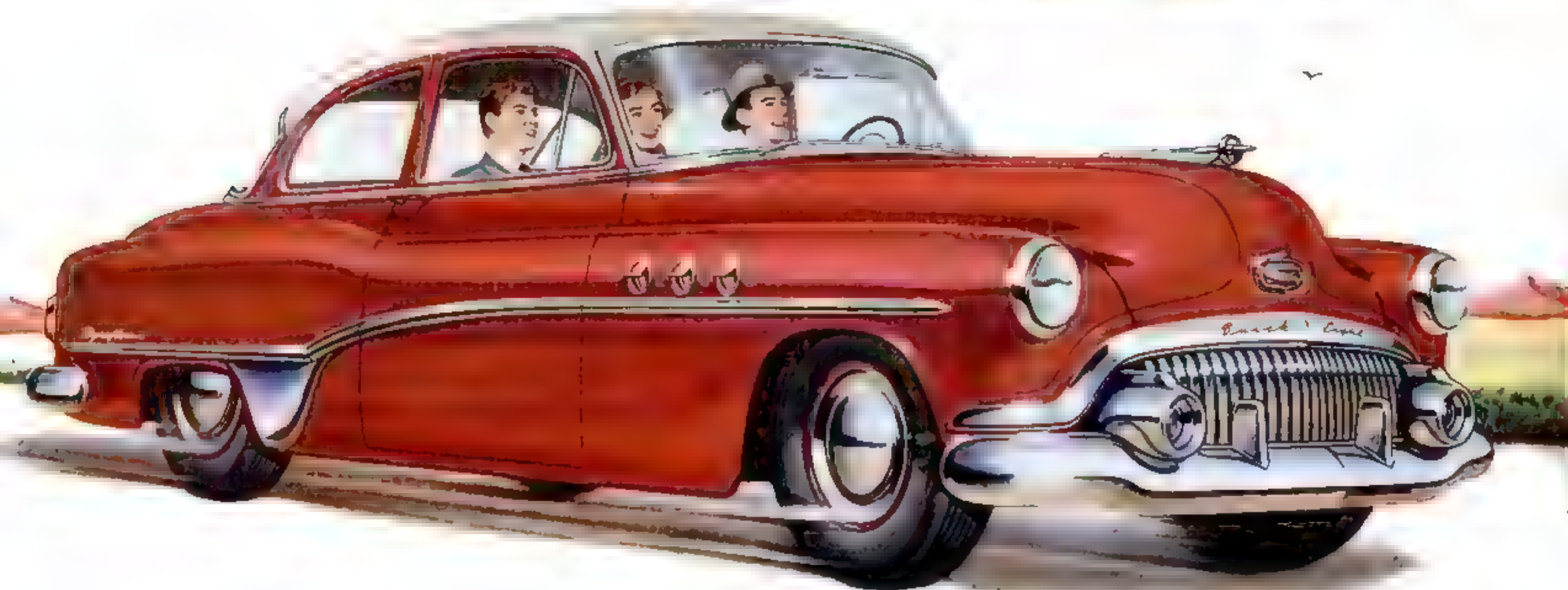


LEAKY POOLS become watertight after a coating of Coprox. Walls previously painted must be scraped clean so the compound can unite with masonry.



CINDER BLOCK towers—the left one coated with Coprox—had ink-colored water pumped into them. The coated tower held water; uncoated one oozed.

Room with Zoom



HOW would you like a car that has two-door safety for the small fry—and an honest-to-goodness back seat?

Hard to believe? Come take a look at the Buick SPECIAL pictured here—a completely new two-door Sedan with a new set of interior dimensions.

It has a full-sized back seat—over 64 inches wide. Headroom arches to an upright 35 inches no matter where you sit—legroom stretches out to over 43 inches in front, 41 inches in the rear.

Fact is, this two-door Buick has more inches of measurable room than any *four-door* sedan at or below its dollar level—more than some that sell above its modest price.

But room is only half the story. Slip behind the

wheel and take note of such further facts as these:

Note that this nimble number packs more power in its Fireball Engine than any SPECIAL before it—valve-in-head power that crests tall hills with a gentle touch of your treadle.

Note how smoothly this extra wealth of power feeds through Dynaflo Drive®—sweeps you through get-away, pickup and cruising without hint of hesitation.

Note the level going that coil springs on all four wheels provide—the solid steadiness of torque-tube drive—the sweet and easy handling that is so truly Buick's.

Above all, note the price tag this one wears—lower than many a six, low enough for any new-car budget.

Is it any wonder that folks are calling this very spacious SPECIAL one of the smartest buys of the year? Better see what your Buick dealer can do about getting one for you mighty soon.

No other car provides all this:

DYNAFLOW DRIVE* — saves strain on driver and car

FIREBALL ENGINE — high-compression, valve in head — gets more miles from every tank of fuel

PUSH-BAR FOREFRONT — combines smart style and unsurpassed protection

WHITE-GLOW INSTRUMENTS — greater clarity at night

TORQUE-TUBE DRIVE — steadies ride, improves driving control

4-WHEEL COIL SPRINGING — cushions ride, saves servicing costs

DUAL VENTILATION — outside air fed separately to right or left of front compartment

SELF-ENERGIZING BRAKES — hydraulic — multiply pedal-pressure five times of brake drum

DREAMLINE STYLING — tapered, car-length fenders, gleaming sweep-spears on most models

Plus: Self-locking luggage lid, Step-On parking brake, two-way ignition lock, Safety-Ride rims, Hi-Poised engine mounting, Body by Fisher

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Equipment, accessories, trim and models are subject to change without notice.
*Standard on Buick Wildcat, optional at extra cost on other Series.



Tune in HENRY J. TAYLOR ABC Network, every Monday evening.

SEE YOUR NEAREST BUICK DEALER



ATOMIC BOMB OVER NEVADA

It sears sands of Frenchman Flat

This startling photograph shows for the first time a detailed view of the explosion of what is probably a "small-size" atomic bomb. Recently released by the U.S. Atomic Energy Commission, it was taken during A-bomb tests the AEC held earlier this year at Frenchman Flat in Nevada. Observers estimated the Nevada bombs were small in size, perhaps reduced in power for tactical use in artillery shells or fighter planes. Though photographers caught their glow as they lit up the Southwest (*LIFE*, Feb. 12 and 26), only this picture shows the actual formation of one of the atomic fireballs. The AEC offered no information about the picture, but an estimate of what it shows can be made from the report on the effects of atomic weapons released last year by the commission. Because of its intense white heat the ball of fire probably was photographed less than a second after the bomb's detonation. It has begun to rise and in a few seconds will be climbing at a speed of almost 200 mph. The reddish column beneath the fireball is formed by dust sucked up from the ground below. This dust, churning upward with the fireball, will later help form the familiar mushroom cloud of atomic explosions. Since only the fifth and final Nevada bomb appeared to produce such a cloud, this picture may show an earlier stage of that explosion. The bomb's fission products (fragments of plutonium or uranium atoms) are already so intensely radioactive they can cause air to glow. And since they were vaporized in the first instant of the explosion, they may have been carried even higher than the fireball itself to produce the mysterious violet haze at the top.

← **WHITE-HOT FIREBALL** from an atomic explosion rises above Nevada flats. Its surface temperature may even exceed that of the surface of the sun.



*Anyone can solve
this puzzle...*

No matter where you buy your cottons, no matter what you pay . . .

They can't shrink out of fit—if they are trade-marked "Sanforized."

So in these times above all others, insist on seeing "Sanforized" on the label. Before you buy, make even your favorite sales clerk show you "Sanforized" on the label.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

A beauty to behold... A sweetheart to drive!

Why Dodge is easier to handle . . . easier
to drive . . . easier to park!

Such basic engineering advances as the new Dodge Oriflow Ride, "Watchtower" visibility, "feather-touch" braking, road-hugging design, "shock-proof" steering and many more make Dodge a "sweetheart" to drive!



DODGE
DEPENDABILITY
VALUE

Specifications and Equipment
Subject to Change Without Notice

Cars costing up to \$1,000 more can't match this combination!

See for yourself . . . new styling . . . new
riding comfort . . . extra roominess . . .
famous Dodge Dependability

Just five minutes behind the wheel—and Dodge
has won your heart for keeps! Admiring glances
follow its smart, sleek beauty. And the sweet, easy
way it handles makes you want to drive on and
on forever!

New Kind of Ride!

You marvel at the way the new Dodge Oriflow
shock absorber system levels roughest roads . . .

gyrol Fluid Drive smooths all starts and stops.
You ride in relaxed, uncrowded comfort on wide
"knee-level" seats—enjoy full head and shoulder
room, plenty of stretch-out leg room.

You see more through the bigger, wider windshield
. . . more over the sloping hood that uncovers the
road in front. Yes, Dodge keeps your safety in mind
as well as your pleasure!

See Your Dodge Dealer!

Now is the time to take a thrilling "Magic-Mile"
demonstration ride. Come in today!



Just five minutes with your Dodge dealer can
save you up to \$1,000! Take a "Magic-Mile"
demonstration ride today! Five minutes at the
wheel will prove you could pay up to \$1,000
more and still not get all Dodge gives you.



"Floats" down any road! New
Dodge Oriflow ride is so smooth
milady can apply nail polish
while riding over roughest roads!
No wheel "hop" or bounce.



Larger, roomier . . . more comfortable!
Dodge interiors are designed for and
around people—give you plenty of head
room, leg room, shoulder room. You ride
relaxed, never feel cramped or crowded.



Lowest-priced automatic transmission
is Gyro-Matic! Lets you drive without
shifting, yet gives you full control of the
car under all driving conditions. Makes
all your driving smoother, easier, safer.

...The big dependable
DODGE
...drive it 5 minutes
and you'll drive it for years

'We'll Stay Put'



CAXTON MANOR IS IN CAMBRIDGESHIRE



ST. MICHAEL'S MANOR, HERTFORDSHIRE



GAPE'S OHIO MANOR COST ABOUT \$12,000



GAPE FAMILY CONSISTS OF JAMES, 46, HIS WIFE MARY, 33, DAVID, 7, AND GRACIE, 5

THE GAPE FAMILY GIVES UP TWO MANOR HOUSES AND 1,000 ACRES TO REMAIN IN CUYAHOGA FALLS

At first it sounded like the average American's dream come true. Well-to-do, elderly Sibyl M. Gape had died in England last Dec. 30, leaving her estate to her American cousin-by-marriage, James Nugent Gape. And quite an estate it was: besides some securities there were two historic English manor houses, Caxton Manor, which includes 1,000 acres of land and three farms, and St. Michael's Manor in St. Albans where Gapes have lived since the 15th Century. The whole estate was valued at £96,212 (\$270,000) and even after England's deep-biting death duties and some minor bequests there would be about \$112,000 left. There was only one hitch: Sibyl Gape had also willed that whoever inherited her estate must take up permanent residence in England. Her heir, James Nugent Gape, is a naturalized U.S. citizen, as well as a satisfied resident of Cuyahoga Falls, Ohio; five years' residence in England would lose him U.S. citizenship. Under the terms of the will, he had six months, or until June 30, in which to decide.

He needed it. For ranged against ancient

family loyalties and the natural desire to accept a handsome bequest were certain practical considerations which grew in stature as the Gapes, all four of them (*above*), crossed the Atlantic in April to inspect the inheritance. In Cuyahoga Falls, Gape makes \$9,000 to \$11,000 a year, has a new Ford sedan, bought his wife a Bendix washer, can send the youngsters to good schools without great expense. In England they would suffer food, fuel and clothing shortages, would pay more for schooling and, with heavier taxes, would derive an income of only about \$3,000 a year from the estate. Gape would still have to work, and his whole family, including the Gape who is expected next month, would eventually lose U.S. citizenship. The Gapes received plenty of advice, oral (*next page*) and written (some 200 letters). Then, just one day before the deadline, they made up their minds. In a quiet and revealing tribute to the American way of life, James Nugent Gape and his family notified the British solicitors that, estate or no estate, they were going to stay put in Cuyahoga Falls, Ohio.

FREE!

**MENNEN
SHAVE
CREAM**

*Brushless
or Lather
Menthol-Iced*

When You Buy MENNEN Skin Bracer



**Buy This
Bargain Today!**

● Here's your chance to make a real saving! We offer you your choice of these two great shave creams . . . absolutely free when you buy Mennen Skin Bracer at regular price. Stock up while free offer packages last.



- For Smooth Shaves That Keep You Presentable Longer!
- More Doctors Who Specialize in Skin Care Use Mennen Than Any Other Brand!
- No Burn! No Sting! Your Choice . . . Brushless or Extra-Cool Lather Menthol-Iced.

● Used by more men than any other after-shave lotion. Its "He-Man" Aroma WOWS the Ladies!

LIMITED SUPPLY!

*Stock up Today...
and SAVE!*

CAPE INHERITANCE CONTINUED



THEIR FRIENDS gathered often in the Gapes' living room to offer advice. The verdict on this night was five for accepting the legacy and four against.



NEIGHBOR Janet Harmon opposed the Gapes' acceptance of the inheritance: "There's more opportunity in the U.S., England is past her peak."



HOUSING MANAGER M. Carlo Bacon, another friend, thought they should take it on a trial basis, return if necessary before citizenship expired.



BOSS Arnold Holmsen, for whom he works as a valve salesman, gave Cape some flat advice. "I wouldn't leave this country for all the tea in England."



ENGINEER Charles H. Volk, another friend, thought they should have decided "no" long ago, though his wife Roberta thought they should accept.



BREEZY LAUNDRYMAN Claude Camden told his customer Mrs. Gape, "The property looks real nice. Still, I wouldn't go if it were me—but it's not me."

Old Fashioned Pleasure



No other Bond can match
that Kentucky Tavern taste

there's summertime energy
and cool refreshment in this

Sundae Cocktail



the finest canned fruits are enriched with

dextrose

FOOD-ENERGY SUGAR

Pure white, sparkling dextrose blends naturally with fine fruits. In preparing superior canning syrups, leading canners use dextrose to protect the flavor and texture of the fruit, to control uniform sweetness, and to add food-energy value.

Under the brand name of CERELOSE, dextrose sugar is produced by Corn Products Refining Company, originators of the processes by which this great sugar is derived from golden corn.

CORN PRODUCTS REFINING COMPANY

"Keep the Energy of
Sunshine in your diet"



BUILDING TOY

Its colored panels make variety of playhouses, tents or planes

One of the most imaginative playthings of the year, called simply The Toy, has reached U. S. stores. Designed by Charles Eames, it especially intrigues young men (5 to 10) who have an engineering or architectural bent and young ladies (same ages) with a homing instinct. Each toy consists of four 30-inch plastic-coated paper squares and four 30-inch triangles in brilliant colors. Five toys were used to make the shapes

in which the children (*above*) are lodged. There are also a number of dowels and 36 colored pipe cleaners (*top, center*) to hold the parts together. These parts come compactly rolled in a 30-inch tube. An instruction sheet suggests numerous roomy house shapes for a child to build and play in, and many others may be invented. The Toy costs \$3.50 and is easy for a child to assemble since the parts are large and easily connected.

Ready to put those teeth to work?



It's sheer JOY

for tots with a few teeth
to discover Gerber's
Junior Foods. The tiny,

finely-cut particles encourage chewing, help
tots make the big shift from strained to grown-
up foods.

*They help in so many
other wonderful ways, too.*

By *tempting* your baby's appetite with colors
that are true to nature . . . by *satisfying* him
with flavors that are friendly and pleasing.
All done on purpose, of course, for Gerber's
Baby Foods are prepared from fruits, vege-
tables and meats that are specially selected
for babies.

Nourishing, too!

Gerber's, who make baby foods all day long
and every day of the year, know how to help
tots meet their daily quota of vitamins and
minerals. Gerber's Junior Foods often have
more of these important nutrients than foods
cooked and chopped in your own kitchen!



Next time you shop
for Baby Foods,

Strained or Junior, look
for Gerber's and notice
how *completely* Gerber's

meet your baby's food needs.

Has your tot tasted our Puddings?

Doubly nourishing because they are made with
egg yolks and milk. Three tempting varieties
to choose from—Custard (Vanilla), Chocolate
Custard and Orange Pudding. All velvety-
smooth, delicious!

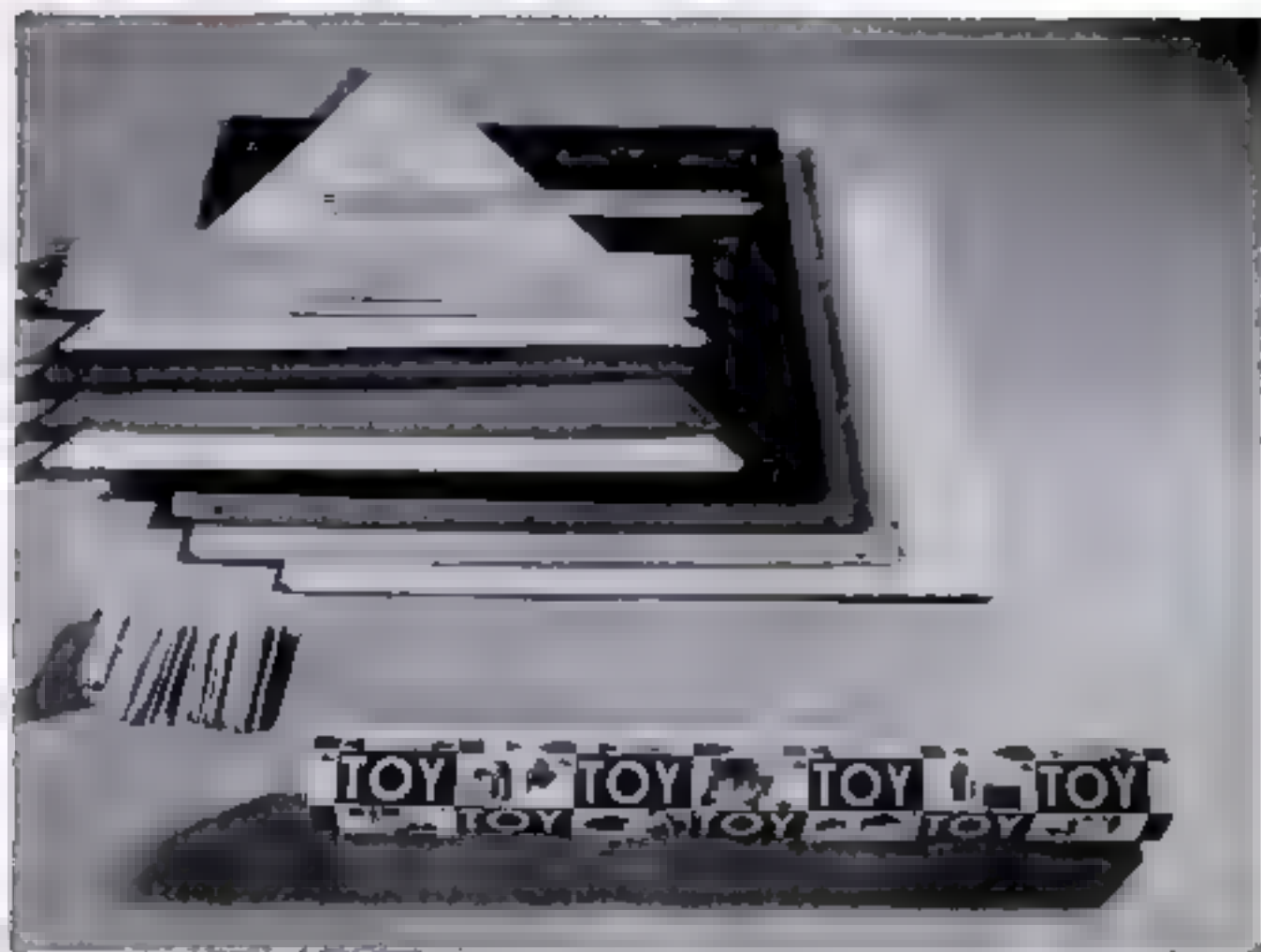


Babies are our business . . . our only business!



Gerber's

BABY FOODS
FREMONT, MICHIGAN



COMPACT CONTAINER is a little like the circus automobile from which emerge 10 clowns, countless animals. All of the equipment at top pops out of it.



A FAIR BOOTH has been devised by the three young children above. The dials and the plastic-coated paper panels are held together by pipe cleaners.



SHOOTING BLIND is convenient to duck behind when enemy fires, but the blue, yellow, red, pink, black and white panels are not best possible camouflage.

CONTINUED ON NEXT PAGE



If the milkman takes
a tumble on my steps . . .



if my terrier nips
a neighbor . . .

if my pitch-shot
pops a player . . .



if my Alex bumps a
body with his bike . . .

or if many other things
happen that could
leave me open to a
liability claim . . .



I'm protected up to \$25,000
for only \$12 a year



Our agent or your broker can give you the full details of
this protection. To locate a nearby America Fore agent,
call Western Union (by number) and ask for Operator 25.

THESE FIVE COMPANIES COMPOSE THE AMERICA FORE INSURANCE GROUP
CONTINENTAL • FIDELITY-PHENIX • NIAGARA • AMERICAN EAGLE
FIDELITY AND CASUALTY COMPANY OF NEW YORK

LOOK FOR THIS SEAL ON YOUR POLICIES



Happy Birthday Wishes
mean more...when you
remember to send finer

GIBSON

Birthday Cards

GIBSON ART COMPANY • CINCINNATI, O. Publishers since 1858

HOW CAN YOU STOW AWAY
THAT MANY SANDWICHES?

EASY! THEY'RE MADE
WITH UNDERWOOD'S

TIP
UNDERWOOD is a great meal with egg
and casserole dishes, in stuffed potatoes,
tomatoes and celery, but for deliciousness,
can't quite keep up with you can't beat
UNDERWOOD's all by itself.

**UNDERWOOD
DEVILED HAM**

Guaranteed by
Good Housekeeping

THE ORIGINAL—ALL FINE HAM—ZESTFULLY SEASONED
For 86 years America's favorite spread

The Toy CONTINUED



DESIGNER EAMES says there is no end to the number of shapes that The Toy can make. Here he anchors two panels together with a pipe cleaner clasp.

FROM FURNITURE TO FUNMAKING

Although Charles Eames has made his name as a designer of modern furniture (*LIFE*, May 14), he and his wife Ray, who shares his enthusiasms and helps with most of his projects, have long been avid collectors and admirers of toys. About their first original design, The Toy, Eames says that it is meant for adults as well as children. Teen-agers could use the panels to decorate their rooms. Parents could use them to make sets for plays, pageants, ballets and parties. Now that The Toy is proving so successful, Eames and his wife are busy thinking up other spectacular playthings. They are currently working on odd, brilliantly colored animal heads for children to wear (*below*). If they can solve the problem of producing these large and gaudy masks inexpensively, and of packaging them compactly, they intend to market them too.



WILD ROOSTER in furious fighting colors did not terrify this 3-year-old, who soon persuaded her brother to let her try on the mask and rule the roost.

CONTINUED ON PAGE 22

When you go on a trip... Put a roll in your grip!

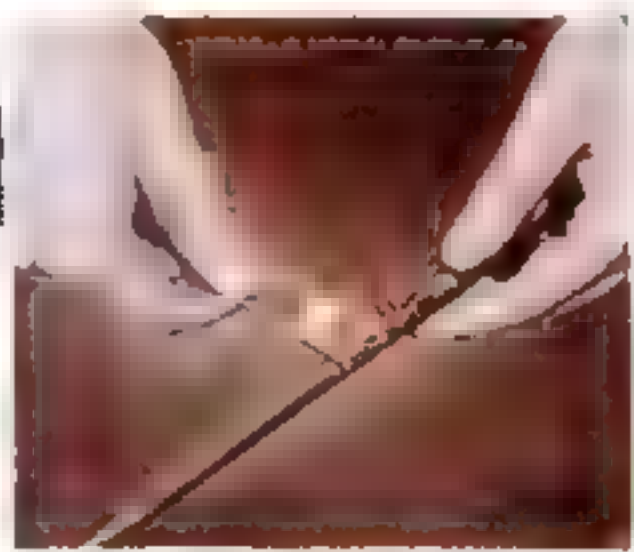
"SCOTCH" cellophane tape can save the day when things like broken watch crystals, torn skirt hems threaten to spoil your vacation. Take along a roll of "Scotch" Brand tape and you'll be ready for all kinds of little emergencies. And don't buy just any cellophane tape—insist on the "SCOTCH" brand, the original, the *best* cellophane tape you can buy!



TORN ROAD MAPS ARE MENDED IN A JIFFY WITH A STRIP OR TWO OF TRANSPARENT "SCOTCH" CELLOPHANE TAPE.



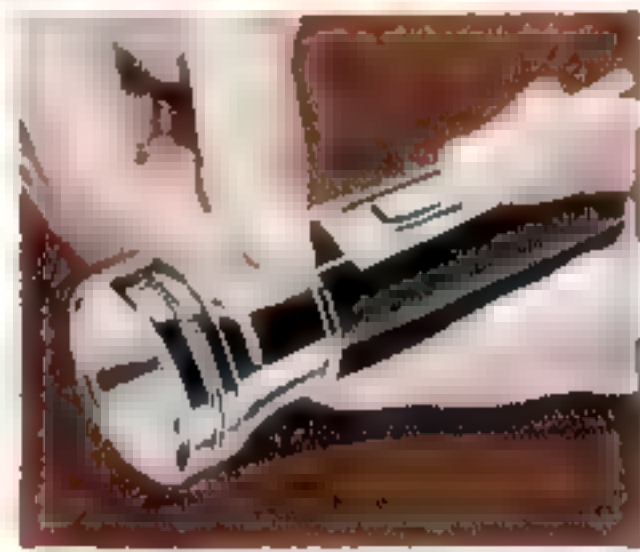
LOOSE LINE GUIDES CAN BE FIXED ON THE SPOT WITH CELLOPHANE TAPE. LACQUER OVER FOR PERMANENT REPAIR.



TORN SCREEN IN YOUR CABIN? A STRIP OF "SCOTCH" BRAND TAPE MAKES A FINE TEMPORARY REPAIR.



FLASHLIGHT BATTERIES WON'T GO DEAD ACCIDENTALLY IF YOU TAPE SWITCH IN "OFF" POSITION WHILE TRAVELING.



RIPPED SKIRT HEM? "SCOTCH" CELLOPHANE TAPE WILL HOLD IT UNTIL YOU'RE ABLE TO STITCH IT UP AGAIN.



DOG HAIR OR LINT ON YOUR CAR UPHOLSTERY? WHISK IT OFF WITH TAPE WRAPPED ON YOUR HAND STICKY SIDE OUT.



BROKEN TOYS NEEDN'T MAR A YOUNGSTER'S TRIP. MEND THEM IN NO TIME WITH FIRM-HOLDING "SCOTCH" CELLOPHANE TAPE.



LOOSE GOLF CLUB GRIPS CAN INTERFERE WITH YOUR GAME. ANCHOR THEM FIRMLY WITH "SCOTCH" BRAND TAPE.



WONDERFUL SOUVENIR! JOIN POSTCARDS OR SNAPSHOTS AS A RUNNING "LOG" OF WHERE YOU WENT, WHAT YOU SAW!

SCOTCH Cellophane Tape



SEALS WITHOUT MOISTENING
...TRANSPARENT AS GLASS

The term "Scotch" and the plaid design are registered trade marks for the more than 100 pressure-sensitive adhesive tapes made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Sound Recording Tape, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Canadian Minnesota Mining & Mfg. Co., Ltd., London, Ont. © 1951 3M Co.



You're lovely-to-look-at even in close-ups, with Solitair!

Any complexion can look lovely from afar. But in close-ups, skin faults are quickly prominent. The imperfections your make-up doesn't hide, become obvious—and then, complexion beauty is gone! . . . Unless, of course, you wear Solitair.

Solitair conceals so cleverly that every little skin blemish becomes *your* secret! Your skin seems to come alive with youthful freshness—flawless, yet completely natural—even in close-ups.

Wear Solitair tomorrow—you'll see!

Make this test tonight!
Look in your mirror, close-up. Does
your complexion show skin-faults
through your present make-up?
Get Solitair—see the difference!



Solitair
Lipstick,
too!

Solitair
Cake Make-up
Seven lovely shades

Contains Lanolin. Solitair protects against
dryness . . . the only clinically-tested make-up which
leading skin specialists confirm will not clog pores.

The Toy CONTINUED



GIRAFFE HEAD is so fantastic that one is not surprised to find the creature wearing a pinafore. It is the most popular mask in Charles Eames's menagerie.

Kodak
TRADE-MARK

It's a "day of days"—and
their camera won't let them forget it

Your vacation lasts longer with snapshots

New sights, new friends, carefree hours—they stay with you long afterward when you bring back vacation pictures. And others will share, too—when you send extra prints to relatives and friends—including that boy in the Service.

Eastman Kodak Company, Rochester 4, N. Y.

Share "snapshot news" from home—send extra prints



At your dealer's—dependable
Kodak and Brownie cameras for
your summer picture taking.

For black-and-white snapshots,
Kodak Verichrome Film. For full-
color snapshots, Kodacolor Film.



TOO HOT? COOL OFF!
GET **PEPSI!**

More Bounce to the Juice



(And you get a big, big bottle, too!) **WHY TAKE LESS...WHEN PEPSI'S BEST!**

ON TV—Pepsi-Cola's BIG, NEW ½ hour FAYE EMERSON SHOW weekly over CBS-TV. ON RADIO—Pepsi-Cola's PHIL REGAN SHOW Sunday Afternoons over CBS.

FIRST JAN SIX acquired a large fortune and a large family (11 children). Educated in Italy, he often wrote poems and plays and liked to invite artists like Rembrandt (who painted this picture) to his country estate. In 1691 he became the burgomaster of Amsterdam.

ELEVENTH JAN SIX, who has not yet had his portrait painted, perches on chair at his home in Amsterdam. Behind are his brother and father, Jan Six X, who works for Van Houten's cocoa company.



The Six Family

PORTRAITS RECORD TEN GENERATIONS

Three hundred years separate the little boy in rompers at left from the thoughtful gentleman in cape and gloves above. Yet each bears the same name, a name well known in Holland but even more famous in the wider realms of art. The gentleman is Jan Six I; the little boy is Jan Six XI. Between them lie eight generations of Sixes, all prosperous burghers of Amsterdam who ran the family business of wool-dyeing, served on the town council or delved into archaeology and numismatics. They also have been consistent patrons of art, partly to satisfy their taste, partly to indicate their well-being and partly to continue a long family tradition. The tradition was established when the first Jan Six commissioned an artist friend to paint his portrait. The artist was Rembrandt van Rijn, once the busiest, most sought-after painter in Holland, but by 1654 almost a pauper, living in a shabby, cluttered studio where the light fell dimly on his paint-spattered easel. In this studio Rembrandt painted the picture above, one of the last of his commissions and one of the finest of some 400 portraits he produced during his lifetime. Since then, all but one of the succeeding Jan Sixes were painted by leading artists of their times. Today their portraits, along with 100 other paintings of their relatives, cover the walls of the Six home in Amsterdam, constituting a remarkable, pictorial family tree.

EIGHT JAN SIXES

Inspired Chemistry

... makes Stopette the completely dependable anti-perspirant... never harsh, yet never weak and ineffective. And easier than ever to apply.

The Stopette formula, created by Dr. Jules Montenier, destroys odor-producing bacteria, safely checks excess perspiration... all with the gentleness of a mist-fine spray. One deft squeeze of the hand-formed, unbreakable bottle envelops the entire underarm, assures positive protection. And you never touch Stopette, hardly know it touches you. Refreshing as the finest cosmetic... harmless to clothes. At all drug and cosmetic counters.

Family size: \$1.25 plus tax
Travel size: .60 plus tax
Jules Montenier, Inc.,
Chicago

Poof!
there goes
perspiration

Stopette
THE ORIGINAL
SPRAY DEODORANT

Guaranteed by
Good Housekeeping



SIX II added to the family fortune by marrying three wealthy girls, had portrait painted by Arnold Boonen.



SIX III died at the age of 21. He also had picture painted by Boonen who did many portraits of foreign royalty.



SIX IV, born after his brother Six III had died, was given traditional family name. Portrait is by Jacob de Jonge.



SIX V lived in the late 18th Century when silhouettes were the rage, so he never cared to have portrait painted.



SIX VII, who specialized in numismatics, was painted fondling his collection of rare coins by August Ailebé.



SIX VIII was professor of archaeology and art at Amsterdam university, posed for Ailebé's pupil, G. Rueter.



SIX IX is a managing director of one of Holland's largest breweries. This drawing was made by his daughter.



SIX X was sketched by Georg Rueter in 1921 at age of 2. He spends his spare time building seagoing yachts.

CONTINUED ON PAGE 99

First time at popular prices



JOSE FERRER
ACADEMY AWARD WINNER
... because ...

he was the three musketeers in one . . . and one lover in a million!

Stanley Kramer's Production of

Cyrano

de Bergerac



Co-starring **MALA POWERS** with WILLIAM PRINCE • MORRIS CARNOVSKY • RALPH CLANTON • LLOYD CORRIGAN • VIRGINIA FARMER • Produced by STANLEY KRAMER • Directed by MICHAEL GORDON • Screenplay by CARL FOREMAN • Associate Producer GEORGE GLASS • Music Composed and Directed by DIMITRI TIOMKIN • Released thru United Artists

SIX HOME IS NOW MUSEUM



FAMILY HOUSE, built 400 years ago, appears in 17th Century painting of a cobblestoned street in Amsterdam. The Sixes acquired the house in 1915.



DOUBLE STAIRWAY leads to entrance of home which is now a private museum. Family still lives there three months of year.



FRONT ROOM is adorned with family portraits, landscapes, porcelain and glassware. The collection of paintings includes several Rembrandts and a Hals.

*There goes
the DIRT*

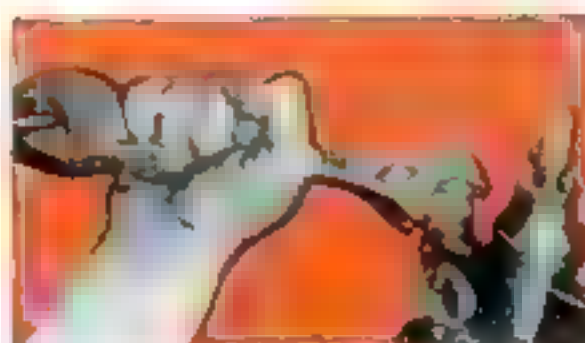
fast!

**BORAXO GETS
OUT DIRT PLAIN
SOAP CAN'T REACH!**



Nothing like Boraxo to get hands cleaner quicker! Its special Borax-soap formula whisks away every last trace of deep-down dirt in no time flat... even the grime around fingernails—making it a real boon to women with industrial jobs! What's more, it's as kind and gentle as fine toilet soap. It's easy to see why Boraxo is the family favorite... why Mother wisely keeps a couple of cans on hand always... one in the kitchen, one in the bathroom. Get Boraxo in the regular size or money-saving one-pound can.

ANOTHER FAMOUS "20 MULE TEAM" PRODUCT



When your hands get dirty (and busy hands do!)...



Pour a little Boraxo in your moistened palm...



And presto! Hands are clean as can be in 30 seconds!

LEE BOWMAN
has graduated to Carling's—the **LIGHT-HEARTED ALE!**



LEE BOWMAN
Distinguished Screen
and Stage Star

CANADA'S GREAT ALE
IS NOW BREWED
IN U.S.A.



Yours-free! Your personal Diploma
with your name on it!

Write to P. O. Box #5501, Cleveland, Ohio—a penny postcard will do. Make sure you include your name and address. Print your name the way you want it on your diploma. You will receive your beautiful, engrossed personal Diploma. It measures 14 x 12 inches, is suitable for framing. You'll be as thrilled with it as with Carling's! Brewed light in the U.S.A. to suit American tastes, Carling's Red Cap Ale has lost none of the gusto and heart of its proud Canadian heritage. And bright, clear, light-hearted Carling's—so uniquely right for light-hearted moments—costs no more than fine premium beer!

This offer expires October 15, 1951. It is not valid in states where prohibited by law.

Today-graduate
to light-hearted

CARLING'S *Red Cap* **ALE**



To get there...

MORE PEOPLE RIDE ON GOODYEAR



Whether motoring to Mt. Rushmore Memorial in South Dakota (left), the White Mountains (center), or Montana's Glacier National Park (right), more cars roll on Goodyear tires than on any other kind.

And it's to your advantage to know why. You see, car makers put more Goodyear Super Cushions on the new cars than any other tire. They know that year after year they can depend upon Goodyear for



the design, materials, and manufacturing skill that make a difference in tire performance. And the motorists of America, who drive *billions* of miles each year, find that for a soft, comfortable ride, for

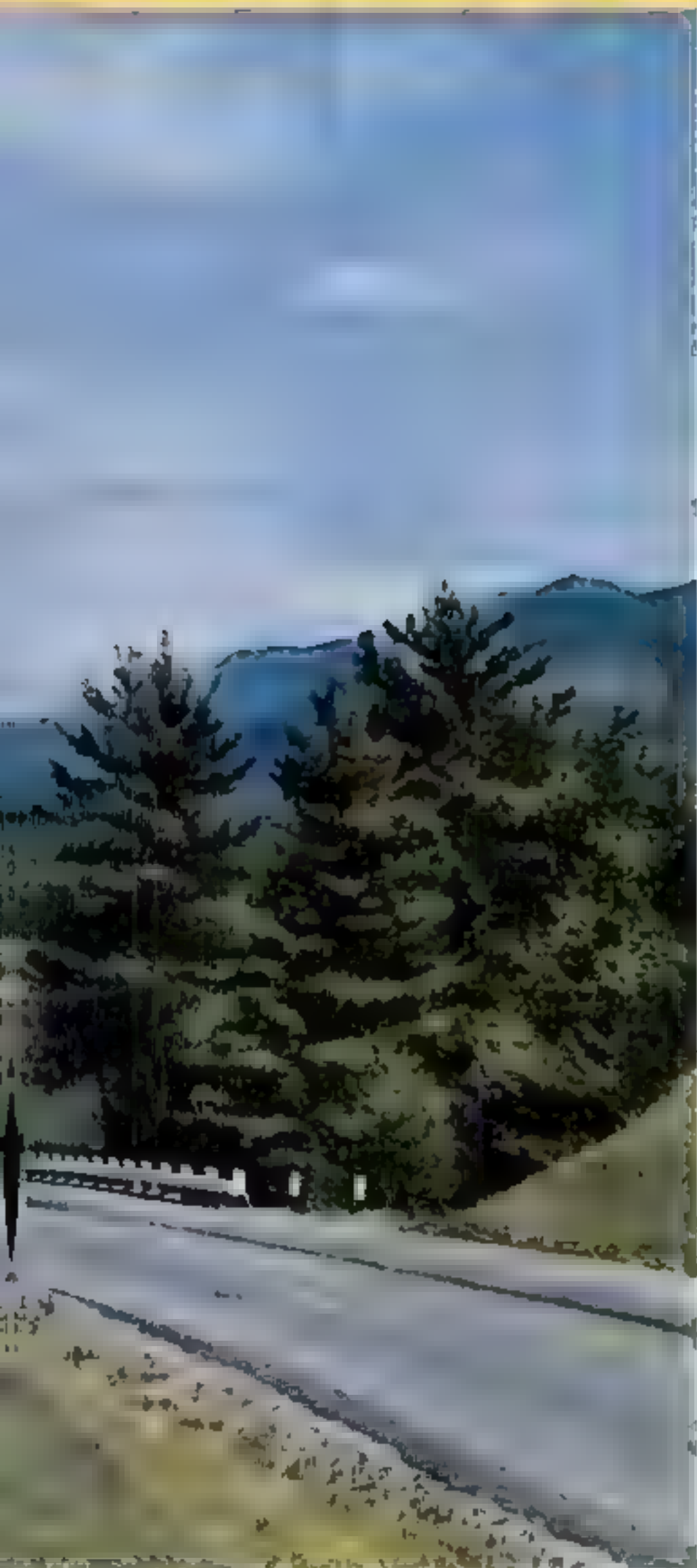
Super cushion

by

GOOD



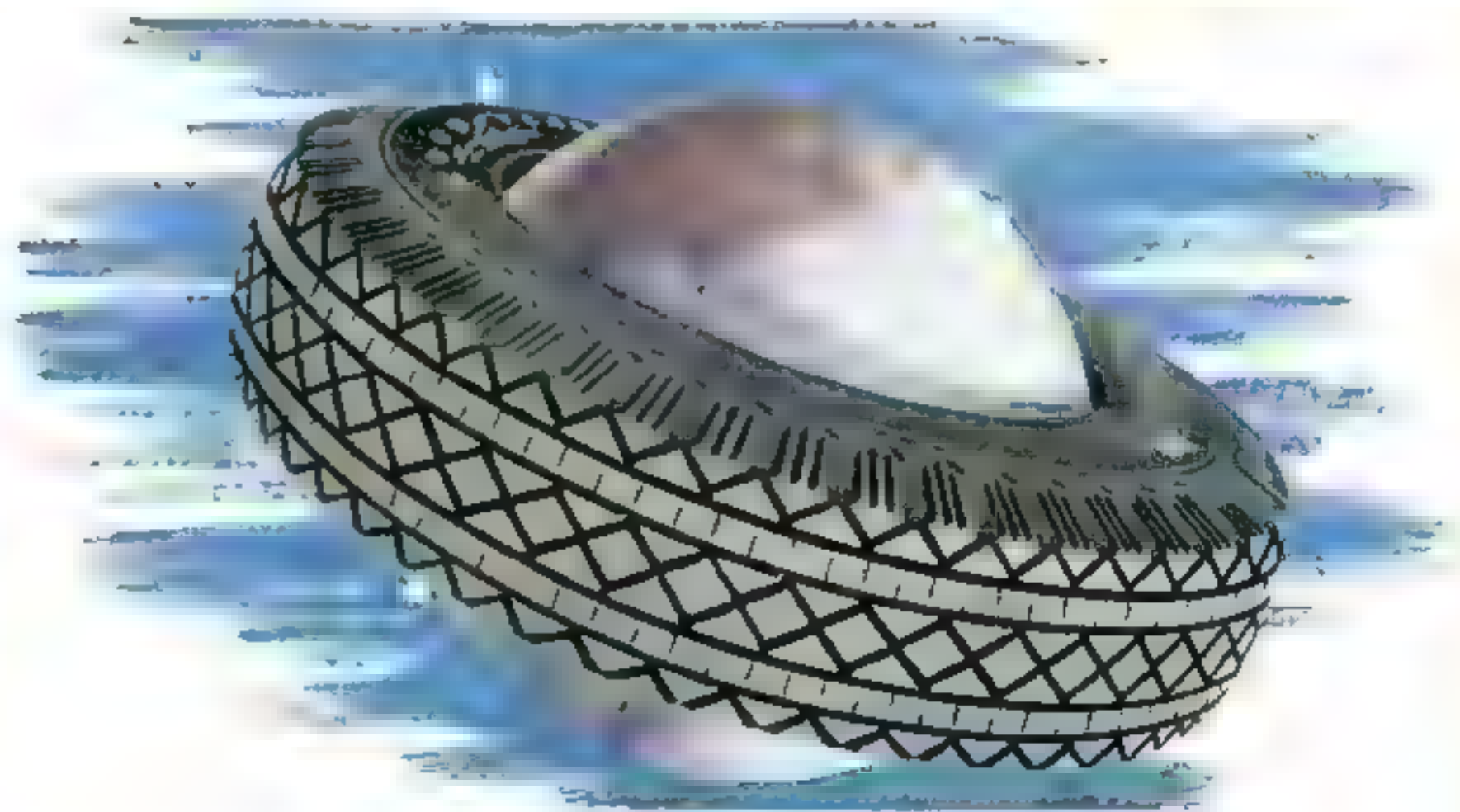
TIRES THAN ON ANY OTHER KIND!



long mileage, and safety, the Goodyear Super-Cushion is in a class by itself. Doesn't it stand to reason that the tire that gives the most people the greatest satisfaction is the tire for you to buy?

 **YEAR**

ME IN RUBBER



Head of the Bourbon Family

Each golden drop of Old Grand-Dad is a salute to the excellence of your taste—and to the skill of the master distillers who produce it.

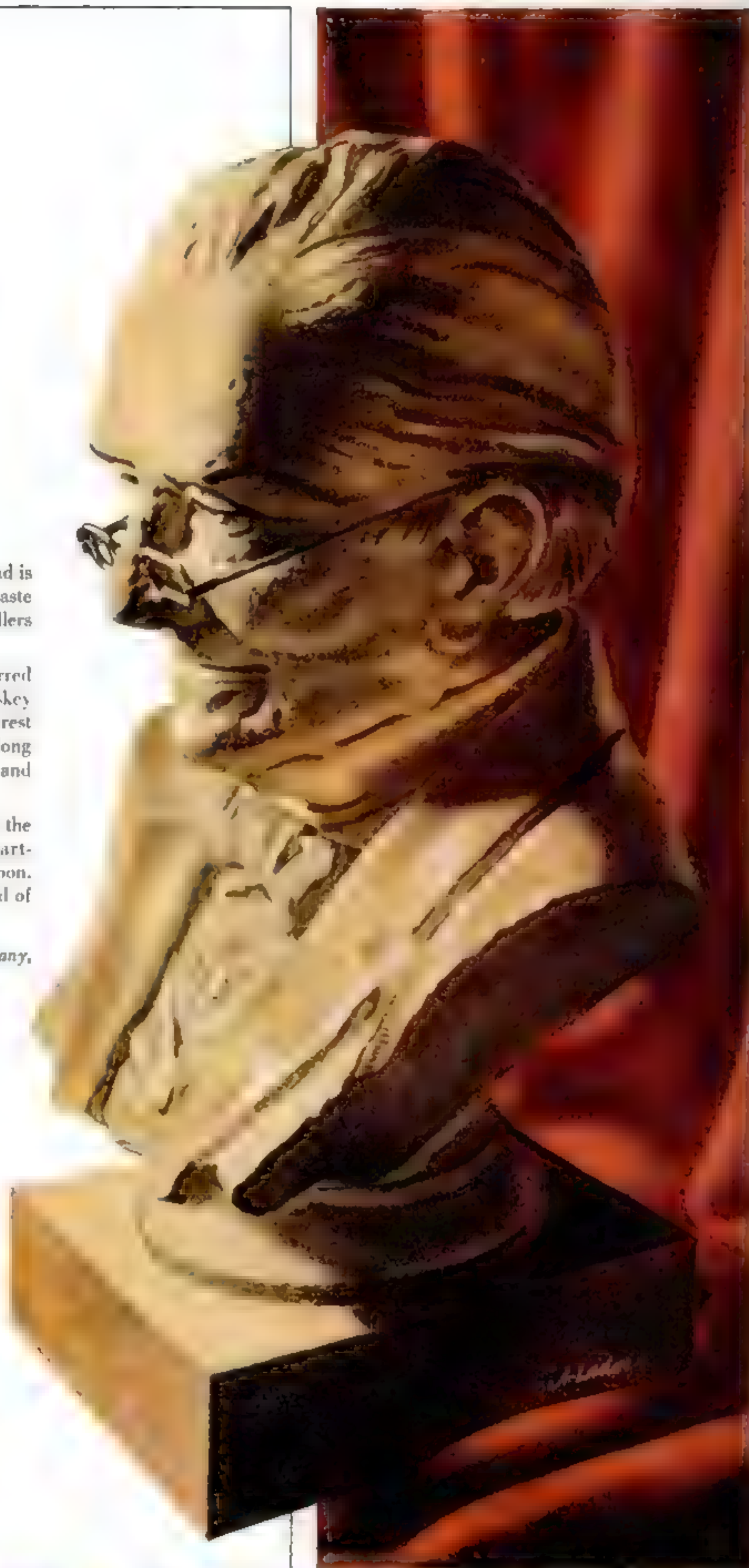
Old Grand Dad goes into new, charred oak aging casks a superior whiskey made from choice grains and the purest of limestone waters. Then, after a long "maturing" sleep it is drawn off and bottled in bond.

Treat yourself and your guests to the smoothness, mellowness and heart-warming flavor of Old Grand-Dad soon. One sip will tell you why it's—Head of the Bourbon Family.

*The Old Grand-Dad Distillery Company,
Frankfort, Kentucky*



100 PROOF



OLD GRAND-DAD

KENTUCKY STRAIGHT BOURBON WHISKEY



BOW-TIED T-SHIRT in striped knit (\$3, Coral) can be worn for daytime sports or evening dances with or without its matching fringed stole (\$6) above a full, white piqué skirt.

1951 T-Shirt

DAD WON'T RECOGNIZE HIS OLD UNDERSHIRT—IT'S GOT GLAMOUR NOW

That venerable American institution the T-shirt, since it first went respectable, has enjoyed a long sartorial career as a sport shirt for both sexes. Made of cotton yarn on knitting machines, it has been cheap, convenient and comfortable. Although it has been primarily a fashion for men and children, U.S. women have bought 10% of the 15 million dozen sold each year. Now the T-shirt has gone high fashion and has developed to the point where it sometimes

resembles a man's skivvy shirt in name only (*above*). It is available—and selling twice as fast this year—with stoles, bare necklines and in new combinations of stripes and checks. Worn with skirts and topped by simple hats and plenty of jewelry, T-shirts are appearing on city streets and country club porches—and even at formal dances. Moreover in new textured surfaces resembling wool (*p. 76*) they can be worn with tweeds as fall costumes for town or country.

CONTINUED ON NEXT PAGE

The Secret of Lovelier Hair for More Than a Century



Photograph by Horst

EMILE-ROCKEFELLER CENTER styles the hair of Mrs. JOHN N. COLE, JR., of New York and Easthampton, following a Conti Castile Shampoo.

Pure castile is the shampoo that leading beauty authorities recommend above all others.

That is why leading hairdressers use Conti Castile Shampoo regularly. Its pure castile is a perfect cleanser. It guards the health of the scalp and leaves the hair radiant and glowing with lustrous highlights. And it contains pure imported olive oil that tones the hair and leaves it perfectly conditioned to take and hold its wave.

For more than a hundred years, pure castile has been the preferred shampoo. Women first made it by dissolving Conti pure castile soap, imported since 1836. Their great demand led to today's perfected ready-to-use Conti Castile Shampoo . . . pure, safe, and non-irritating . . . recommended for every type of hair, for young children and all the family.

For Conti contains no mysterious ingredients—no harsh chemicals. It protects the natural beauty of the hair, does not dry the scalp, streak grey or bleached hair, and requires no conditioning agents or after rinses.

For really lovely hair, be sure to use Conti Castile Shampoo regularly.

Conti Shampoo

PURE CASTILE

Now also available in Canada

T-SHIRTS CONTINUED



SLEEVELESS SHIRT in checked cotton knit fabric (Brownie, \$1.98) is worn with outsize jewel at neck and pleated skirt for stylish appearance on street.



SCOOP NECK (Jane Irwill, \$1.95) in fashion favor is popular for T-shirts too. It looks dressy with a floppy cloche, white cotton gloves and a full skirt.



STRIPE FRONT in thin terry material (S. Dennis, \$3.95) is worn here with a matching skirt and small white hat for summertime lunching at country club.



V-NECK comes in graduated stripes of navy blue on red (Jantzen, \$3.95). It makes a trim travel outfit when worn with wide belt and a dark narrow skirt.

CONTINUED ON PAGE 75

*The time has come when you
need a soft, soft tissue that
is more absorbent than
any you ever tried before.*

*The time has come
for Yes Tissue.*

*Yes will soak up sun
oils and makeup.*

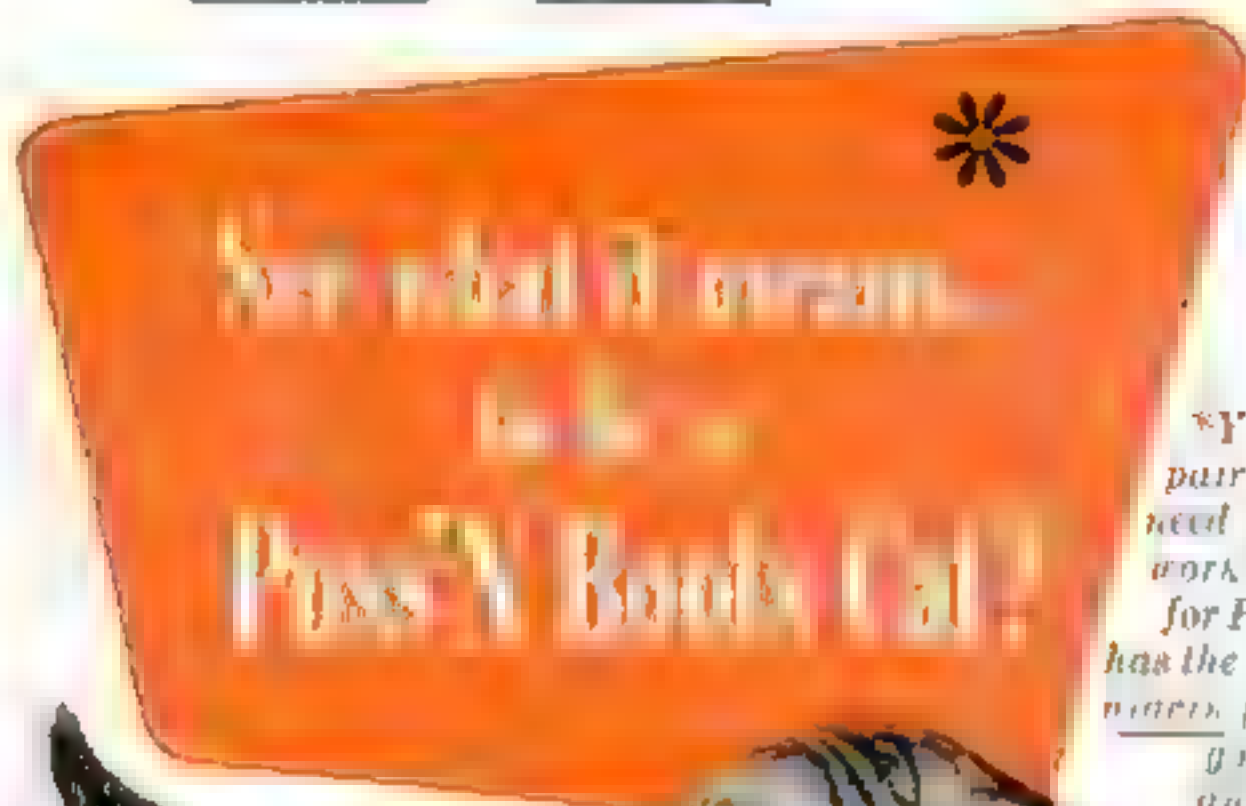
*Yes is so soft it will
make it seem the
day's sun never
touched your skin.*



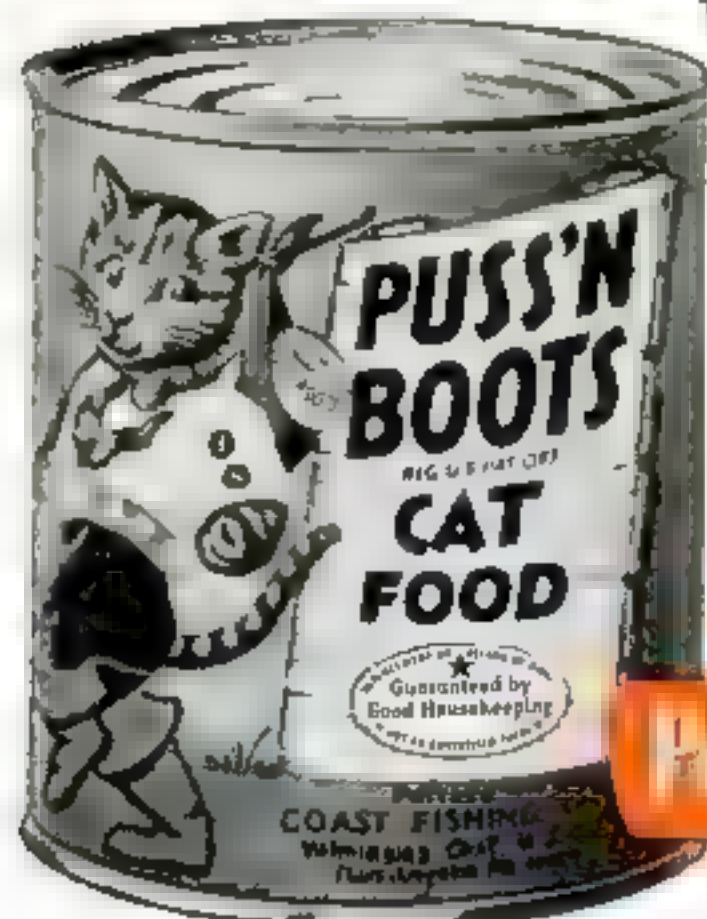
**Can't blame you for being contented
—with so cuddlesome a crew. Did you know
Puss 'N Boots helped in that? It's rich in
manganese, one of the nutrients needed
for a normal litter. Plenty of minerals,
vitamins, and carbohydrates, too,
to keep your health
up to scratch.*



**Enjoy the service,
young'un...you'll soon be on
your own. My how fast kittens
grow on protein-rich Puss 'N Boots!
You'll be strong, too...on all
that bone-building calcium,
phosphorus, and Vitamin D.*



**You're a scrappy
pair! But you don't
need the exercise to
work up an appetite
for Puss 'N Boots. It
has the thiamin and
niacin you need for
good appetite
and digestion.*



It's easy to see why Puss 'N Boots
is your family favorite. You all
love the flavor of the fresh-caught
whole fish and selected cereals.
No by-products or fillers in your
Puss 'N Boots. It's a quality food
...more nourishing for you than
beef, milk, salmon, or liver!
Costs far less, too!

© 1961 Coast Fisheries,
Div. of The Quaker Oats Co.

QUALITY MAKES IT...AMERICA'S LARGEST SELLING CAT FOOD

T-SHIRTS CONTINUED



POPCORN STITCH is novel knit for this white sleeveless, turtle-neck top (Beacon Hill, \$3) worn with tweed skirt. It looks like wool, costs like cotton.



HOUNDSTOOTH TWEED is cotton jersey textured like wool. This T-shirt in fall colors (Brownie, \$2.98) has deep armholes outlined by dark knit bands.

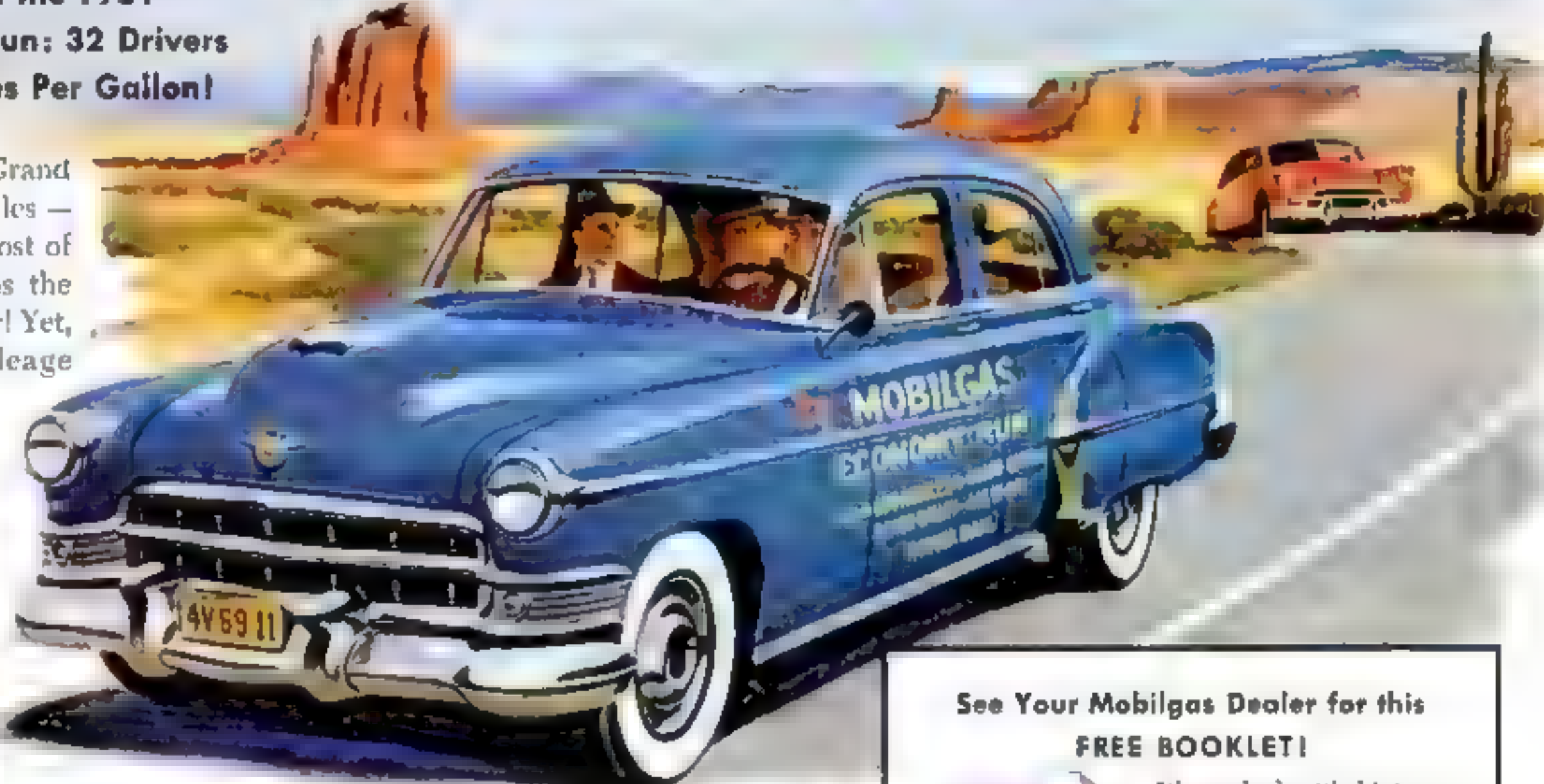
WHY SETTLE FOR LESS?

GET ALL THE GAS MILEAGE YOUR CAR CAN DELIVER!

Take a Tip from the 1951
Mobilgas Economy Run: 32 Drivers
Averaged 23.9 Miles Per Gallon!

THEY DROVE from Los Angeles to Grand Canyon over 840 grueling miles — encountered all the altitude, and most of the weather and driving conditions the average motorist meets in a full year! Yet, they turned in an amazing mileage economy record!

What does this record prove? Simply that any car — properly serviced, properly driven, and fueled with highest-quality products—can deliver improved gasoline mileage. And that goes for your car, too!



DO WHAT THESE DRIVERS DID — keep your car in top shape with regular Mobil-Care, obey the recognized rules of the road, always use one of America's two power-packed favorites — Mobilgas or Mobilgas Special!



See Your Mobilgas Dealer for this
FREE BOOKLET!



It's packed with hints on how to get all the economy built into your car. Then stop regularly for your Mobilgas Dealer's quality products and services — get all the gas mileage your car can deliver!

Get America's Largest-Selling Gasoline Brand—

Mobilgas SPECIAL
or **Mobilgas**



Mobilgas

SOCONY-VACUUM

SOCONY VACUUM OIL COMPANY, INC. and Affiliates
MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

When it's *Coffee-Time...*

... give your guests a choice of iced or hot—then pass the RITZ CRACKERS. They're *everybody's* choice! RITZ CRACKERS have the zesty tang—the *crispness* coffee cries for. Crunchy, tempting... they add flavor and refreshment to *whatever* they accompany. RITZ CRACKERS *stay crisp*—even in summer they don't "go soggy." Coffee time or any time, you'll *relish* RITZ CRACKERS.



Remember—"Nothing tastes as good as RITZ—but **RITZ!**"



STREAM OF FIRE FROM TORCH TURNS BRICKS AND MORTAR INTO A MOLTEN MASS THAT FLOWS LIKE HOT BUTTER

IRRESISTIBLE BLOWTORCH

Its 5,500° jet of flame is hot enough to eat through every substance known

Every solid substance in the world can be burned or melted away by the fierce flame of a new blowtorch developed by Dr. A. V. Grosse of Temple University. Its blazing jet reaches the amazing temperature of 5,500° F., yet the principle upon which it operates is quite simple. A stream of fine aluminum dust is blown out the tip of the torch along with a stream of oxygen and four blazing jets of ordinary city gas. The burning

gas heats the metal dust until it reacts with the oxygen and bursts into a violent flame that eats through materials like concrete which acetylene torches barely dent. Thus far no practical use has been made of the torch. (Says Grosse, "There are many ways it could be used, but some of these, like breaking into banks, are illegal.") One suggestion: to cut away debris to free entombed victims of air raids and civil disasters.

CONTINUED ON NEXT PAGE

TO SHAVE WITH PLEASURE...

use a

ROLLS RAZOR



...the only safety razor that always gives you the shaving edge that's exactly right for you

Tough whiskers? Tender skin? Just introduce them to the Rolls Razor and guarantee yourself real shaving comfort... a smooth, clean, easy shave every time.

Here's why: you decide how sharp the blade should be to suit your whiskers and skin exactly. With just a few quick strokes of the hollow-ground Sheffield steel blade on the built-in strop (or hone, when necessary) you have the right sharpness for your particular beard.

You're never "out of blades" with the Rolls Razor. Simple, clean, compact, easy-to-use. A lifetime investment in shaving pleasure... saves your face, saves your money.



Beautifully packaged in blue, satin-lined case.
ONLY \$15.00, no luxury tax.



The Finest Name in Shaving

ROLLS RAZOR

338 Madison Avenue, New York 17, N. Y.



SHINING CLEAN in mere minutes! And without tub, suds or muss! That's the magic of Sergeant's new, liquid SKIP-BATH. Here's all you do: 1. Sprinkle Sergeant's SKIP-BATH on your dog, or on cloth and apply. 2. Rub in well. 3. Wipe dry. Your dog is clean, sweet and flea-free, too. Get Sergeant's SKIP-BATH at drug or pet store — today. Big bottle, only 79c. Another of the famous Sergeant's® Dog Care Products.

Betcha

one sniff recalls
canning-time
back home!



Corn Gone what Relief!
Dissolve even toughest corns quickly, painlessly—without danger of infection. 35c
TODAY GET GETS-IT LIQUID CORN REMOVER
IT'S A WORLD FAVORITE



MOSQUITOES HATE SKAT

You'll like it!



New Improved formula—pleasant to use... safe for nail polish, fabrics, all plastics

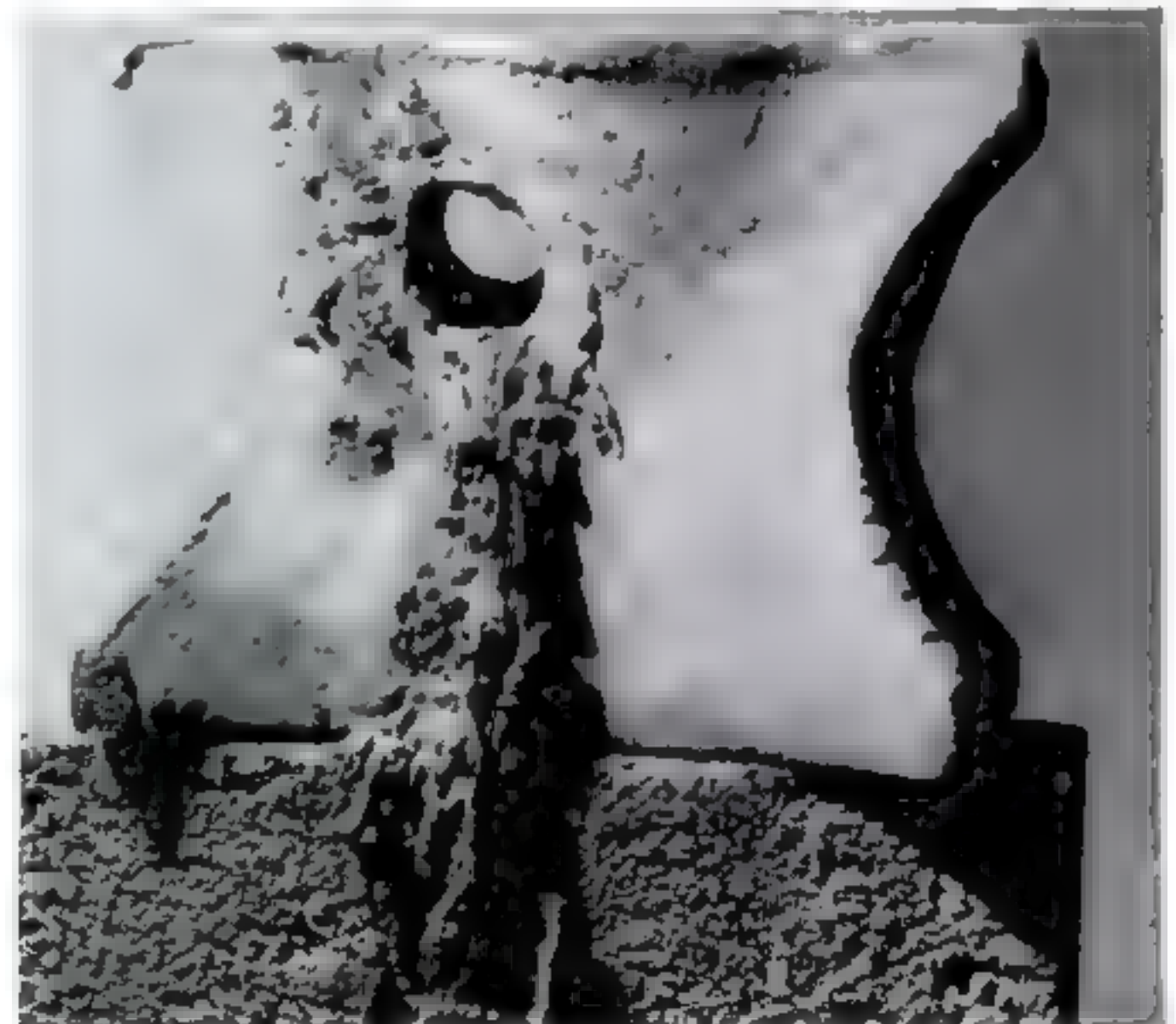
Just smooth on Skat—say good bye to horrid mosquitoes, biting flies and chiggers. New Skat is a delight to use. Pleasantly fragrant... never any stickiness! And don't worry about your nail polish or clothes. New Skat positively will not harm anything but insects. Proved effective in the South Pacific... use it freely and garden, fish or sun-bathe IN COMFORT.

NEW SKAT INSECT REPELLENT

BASED ON A FORMULA USED BY THE UNITED STATES ARMED FORCES



LIQUEFIED BRICK pours out of wall after new torch melts six-inch hole in two minutes. Ordinary acetylene torch could make only a dent in that time.



PIERCED ANVIL has three-inch hole through its six-inch thickness after 13 minutes under the torch. The entire anvil could be melted in a half hour.

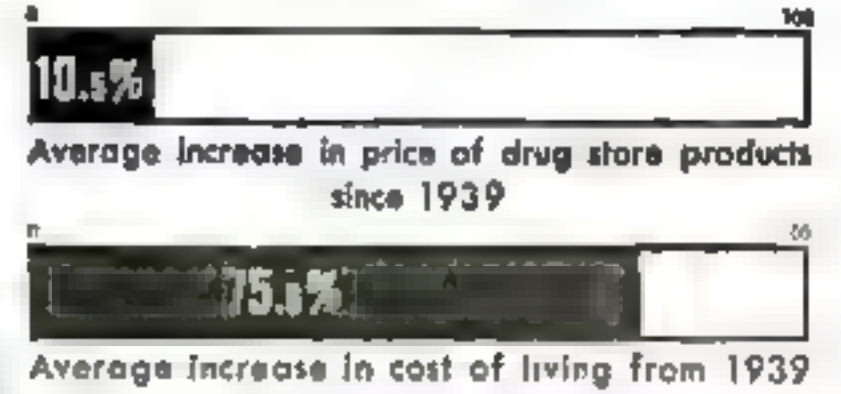


GUTTED CONCRETE shows that torch might be used to rescue persons from a collapsed building. This 23-inch opening required 13½ hours of melting.

No high cost-of-living here!



Here's how your drug store has held the line on prices...



**YOUR
DRUG STORE**

**...gives you
today's greatest values!**

ANY WAY YOU FIGURE IT, your dollar today goes farther in your drug store than anywhere else! Examine the facts! Since 1939, prices on drug store products have advanced a mere 10.5%. And this in face of a general increase in the cost of living of over 75%!

Your drug store purchases *always* represent the greatest possible value. Stop in frequently to check your needs. You'll find prices low, a friendly atmosphere of skilled, competent service and a wide selection of *nationally preferred products* in your choice of brand and package size.

*From a survey sponsored by Bureau of Education on Fair Trade.

Look for this sign
at your drug store—



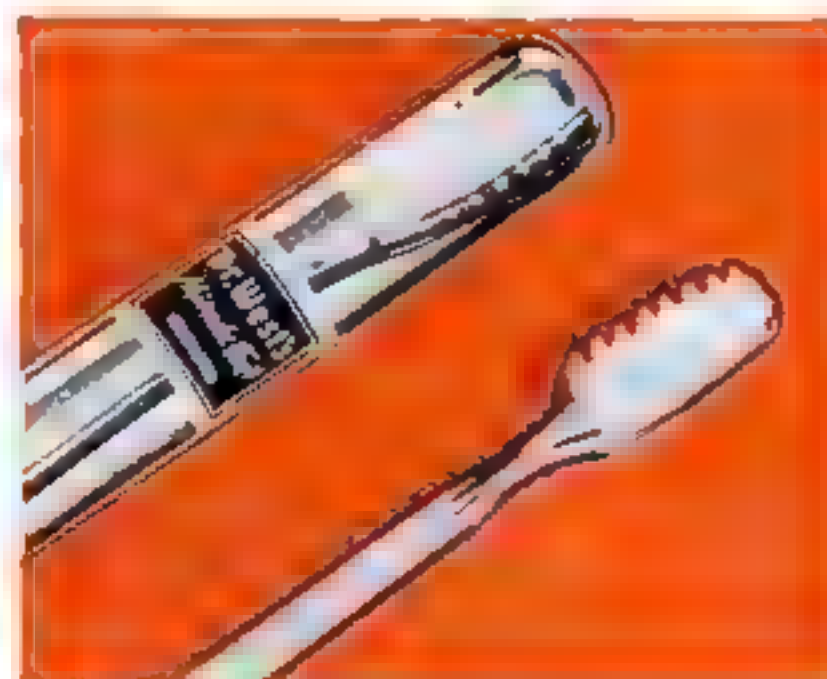
TONI Home Permanent guarantees a wave you can't tell from naturally curly hair. Toni has the really gentler waving lotion—plus a new wonder neutralizer Permafix that makes your wave look more natural—last longer. Toni Refill just \$1.00.



R.D.X. Reducing Plan—A safe, effective way to lose excess weight. R D X. tablets help you *resist* fattening food... pleasant-tasting... no harmful drugs! Ask for R D X. tablets. Money back if you're not delighted with your weight loss!



TAMPAX in July and August—that's when women welcome this "different" monthly protection. Worn internally—no odor, no belts, no pins, no edgelines. Invisible under swim suits, play clothes. Dainty, hygienic, compact (easy disposal).



DR. WEST'S Miracle-Tuft Toothbrush. There are hundreds of tooth surfaces in your mouth. One brush reaches them all... Dr. West's Miracle-Tuft. This miracle toothbrush (curved two ways) cleans inside, outside, in between. Get Dr. West's,—59¢.

This advertisement sponsored for the Druggists of America, leading drug manufacturers, and wholesalers by

McKESSON & ROBBINS INCORPORATED
AND IN CANADA BY NATIONAL DRUG AND CHEMICAL CO. OF CANADA, LTD.

The Treasure of Sutton Hoo

KING'S TOMB IS GREATEST FIND IN ARCHAEOLOGY OF ENGLAND



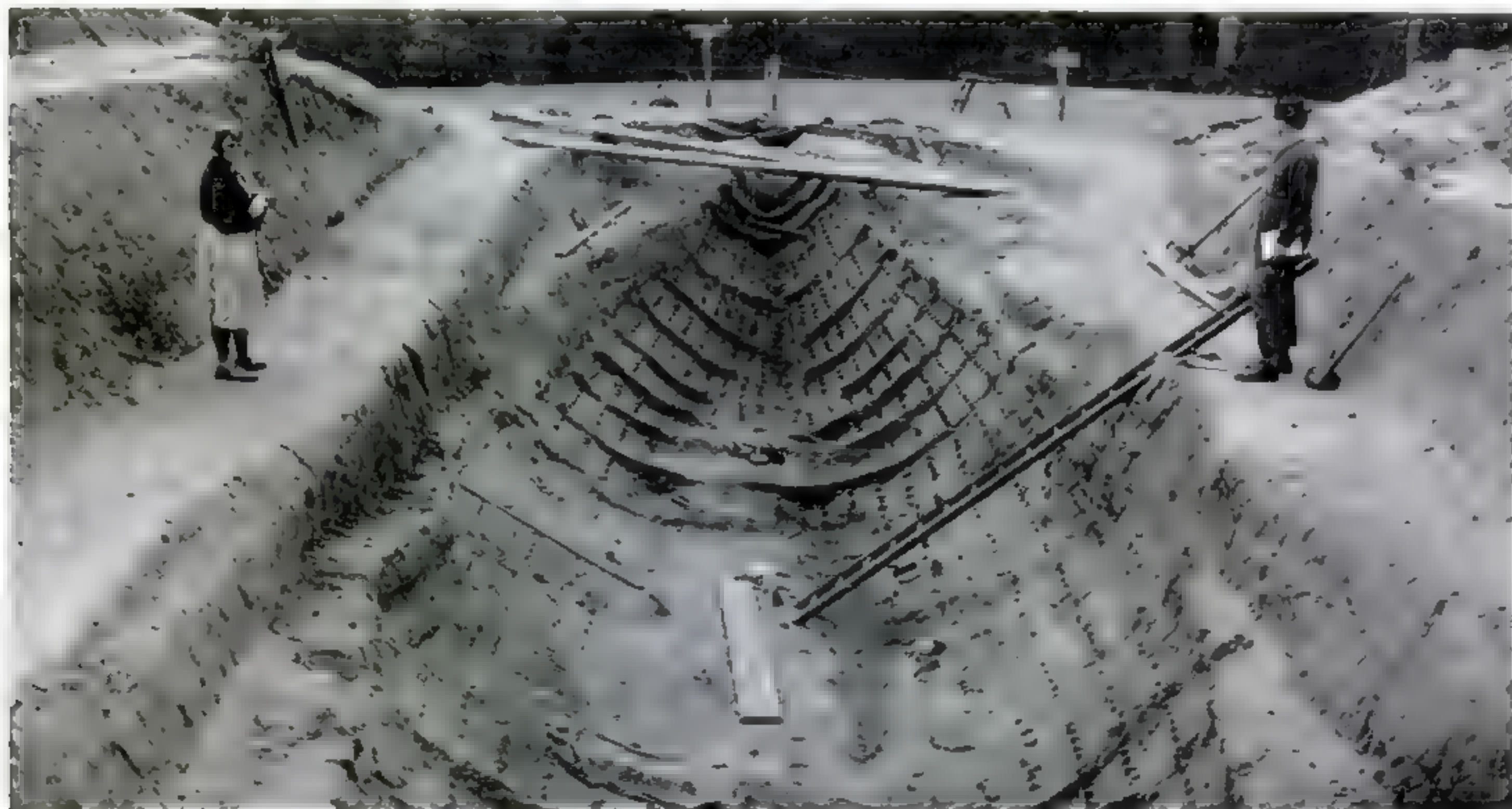
6-QT. DRINKING HORN GETS FINISHING TOUCHES AT MUSEUM

This summer, after 12 years of exacting labor, the British Museum has completed the restoration of the greatest find in the archaeological history of England: the royal possessions of a Seventh Century Anglian king. The treasure was discovered in 1939 under a mound at Sutton Hoo, an estate in Suffolk. It lay in time-worn scraps within the rotted hull of what was once an 80-foot wooden ship (*below*). When these glittering fragments were studied, they were found to be bits of beautifully wrought gold jewelry (*see p. 34*), parts of princely arms and

armor (*opposite*) and sumptuous household goods. The entire collection, valued at half a million pounds, was given to the people of Britain by Mrs. E. M. Pretty, owner of Sutton Hoo.

The treasure-laden ship was not a grave, for it contained no human remains. It was a cenotaph: a commemorative tomb built to honor some noble whose bones lay buried elsewhere. Who was this noble? The tomb furnishings themselves provide an answer. Their very richness suggests that he was a king—a suggestion borne out by the presence of a great ceremonial

whetstone which, in early times, served as a symbol of royal authority. Coins date the cenotaph (and his death) between 650 and 670 A.D. A spoon bearing the name of Paul the Apostle and other objects decorated with crosses show that he probably was a Christian, but the inclusion of weapons and personal belongings indicate that his immediate ancestry was pagan. The description fits only two men in England's history: Good King Anna, a Christian monarch of East Anglia who died in 654, or his brother and successor Aethelhere, who died a year later.



BURIED SHIP was found half a mile from and 100 feet above the nearest water. Though the wood had rotted away, the sand retained exact impression of the hull.

ROYAL HELMET decorated with gold, silver and garnets is displayed on plaster head. It was pieced together from mass of corroded fragments in ship's hold. →

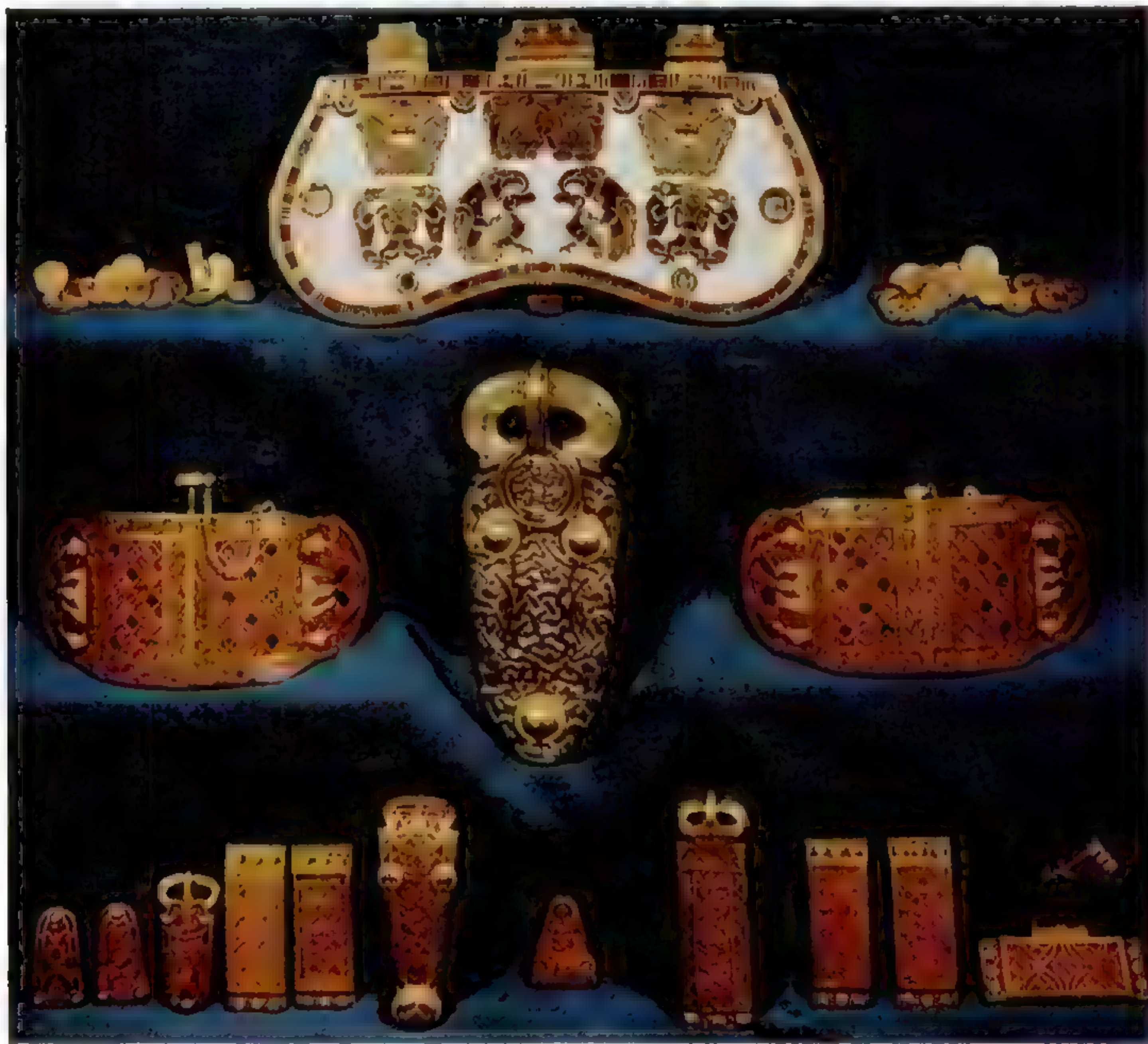




DISCOVERY GIVES CLUES TO ENGLAND'S EARLY HISTORY

Even more important than the great value of the Sutton Hoo treasure is the new light it throws on early Christian England. The wonderful artistry of the golden jewelry (*below*) shows that 7th Century Anglian culture, long thought to have been backward and provincial, actually surpassed anything yet found in the Germanic world. There is evidence of broad travel and of trade with faraway places: Merovingian coins from the Continent; a silver bowl from the Middle East; another bearing the

stamp of the Byzantine Emperor Anastasius I. Most surprising of all, to British historians, was the discovery that the helmet, sword (*above*) and shield (*opposite*) were of Swedish make. For they and the princely ship burial itself show an unsuspected connection between Swedes and Anglo-Saxons almost 200 years before the Vikings invaded England. What is more, they suggest that the Anglian king in whose honor the cenotaph of Sutton Hoo was made may have been a descendant of the royal house of Sweden.



KING'S JEWELRY is the finest of early Christian Europe. At top, between piles of gold coins, is a purse lid adorned with gold and glass mosaic. In second row a great buckle of solid gold is flanked by a pair of hinged gold-and-garnet clasps. At bottom are small buckles, strap ends and ornate plaques for royal sword belt.

KING'S SHIELD, reconstructed from fragments, was of wood and leather, decorated with stylized metal figures. At top is a flying bird of prey; at bottom, a dragon; at center, a wide iron boss plated with gold. Objects at right and left are supports for the arm straps. Around the periphery are golden animal heads.



KING'S SWORD had hilt and pommel of gold. Its grip has been rebuilt with clear plastic.





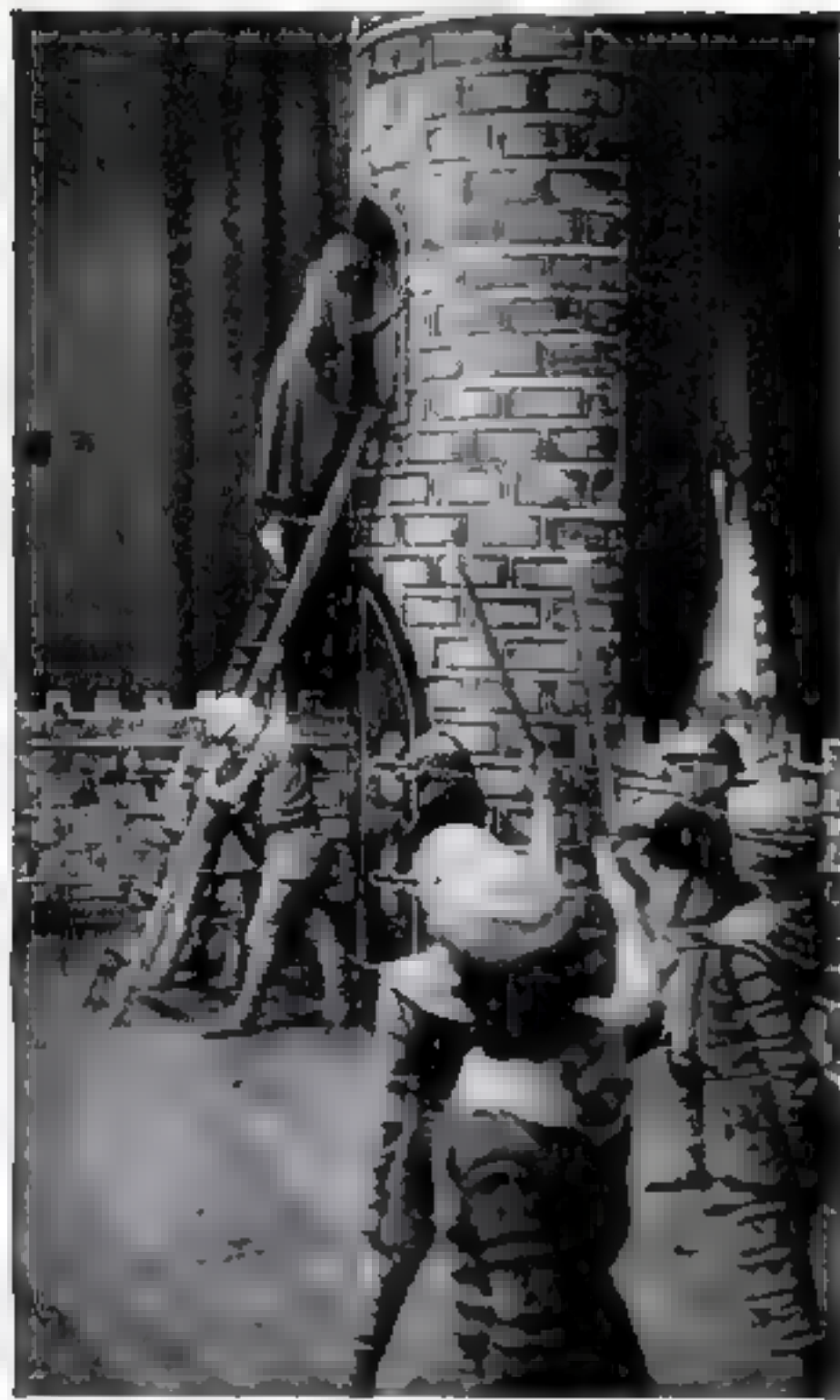
It's OLD FORESTER Mint Julep Time Again!

A traditionally famous combination for over 81 years—cool, refreshing mint juleps, made with famous bonded Old Forester! Here is rich, full Kentucky bourbon at its finest. As outstanding for quality and uniformity of flavor as when the first bottle was labeled and signed in the founder's own hand. Truly America's Guest Whisky since 1870!

AS IT SAYS ON THE LABEL

"There is nothing better in the market"

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY



NICOLETTE CLIMBS UP TO THE DUNGEON

Chivalry in Texas

**Fort Worth kids re-create
romance of Middle Ages**

The frail but determined young lady in these pictures is a Saracen princess. Her skin is so fair that ladies seem black when she walks on them, and she is in love with a golden-haired young French nobleman. He loves her in return with a surpassing love, but many are the obstacles—battles, imprisonment, kidnaping, a shipwreck—to be overcome before they can lie happily in each other's arms. This world of medieval romance was transported last month to Fort Worth, Texas in a sumptuous production of the old French tale, *Lancelin and Nicolette*, by the Reeder School. With an enrollment of 55 students, ranging in age from 3½ to 13 and meeting twice a week from October to June, the school has no other purpose than to prepare and rehearse continuously for its big summer show. After their months of training, the actors in this year's play were letter perfect in their lines and battles royal; they seemed to have walked right out of the charmed poetic 12th Century world of the original. One had to take a look back-stage (pp. 90-93) to be sure that all the time they were a bunch of Texas kids, fridgeting and romping and having a wonderful time.

FLEEING CASTLE, where she was imprisoned to keep her away from Lancelin. Nicolette lets herself down with ropes of sheets. Different actors played leads on different nights; this one is Sue Strube.



"GIVE GOO THE GO-BY!"

says

BERT PARKS

—Star of TV hit, "Break the Bank"

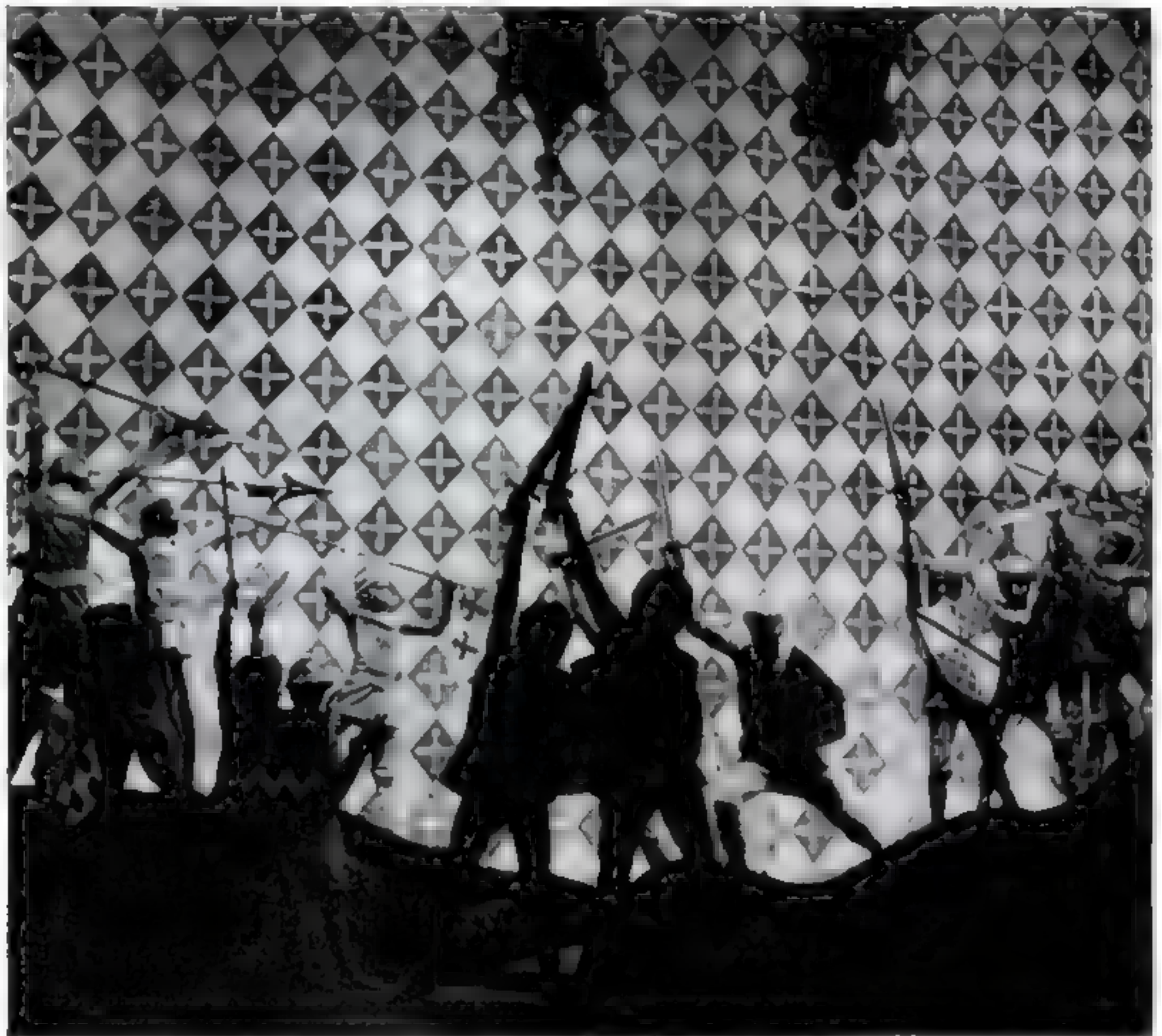


"Smartest cue in television," says Bert, "is new VITALIS Hair CREAM! Gives hair poise-onality, not poison-ality!"

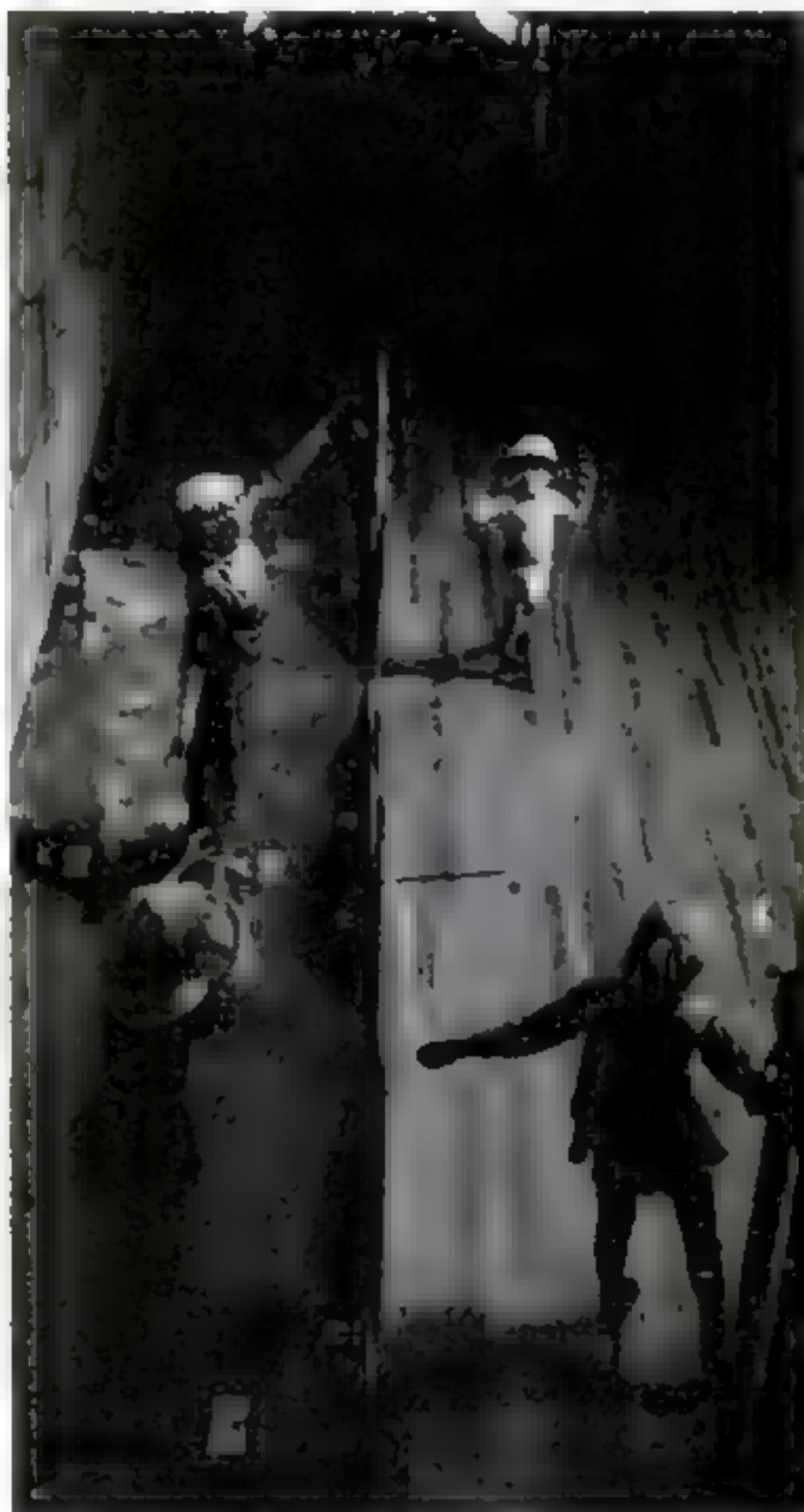
Good reason! VITALIS Hair CREAM is lighter-bodied—not greasy, and no slick shine. Yet it keeps your hair groomed perfectly all day long. Cleaner to use, too—rinses off hands and comb with plain water. Homogenized for easy flow, in handy shaker-top bottle. Try it today!

NEW!
VITALIS
Hair
CREAM

—by Bristol-Myers, makers
of famous Vitalis



BATTLES WERE ENACTED WITH GUSTO, TWO WOODEN SWORDS BEING BROKEN PER PERFORMANCE



ON STAGE the heroine (left) gives gold pieces to friendly shepherds who have offered to help her rejoin Aucassin.

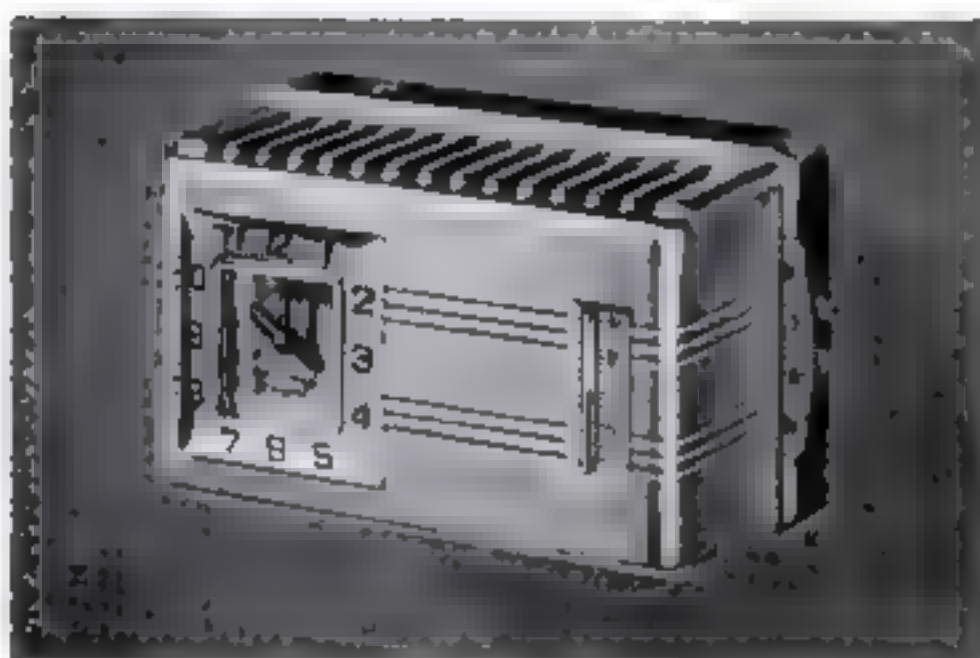


OFF STAGE the heroine (played this time by Dixie-Jo Hinshaw) practices a dance twirl before her curtain call.

CONTINUED ON PAGE 30



“This proves I should have married Jack Ditton!”



Honeywell Clock Thermostat

Turns down the heat at night—automatically—and gives you a nice cool room to sleep in; turns *up* the heat in the morning—automatically—and your home is warm when you get up. Saves you fuel, besides! Look in classified phone directory for nearest heating dealer; have him install a Honeywell Clock Thermostat *now*. Or buy the plug-in model you can install yourself.

MINNEAPOLIS
Honeywell

First in Controls

WE DOUBT that the lady is quite *that* serious!

But all last winter she put up with uneven, uncomfortable room temperatures. (Did you?) All summer her husband has been promising to do something about their old, outmoded temperature controls. (Has yours?) Now . . .

“JACK would have been more thoughtful of my comfort,” she says. “He would have called in a heating man MONTHS ago!”

Fortunately this domestic rift can easily be mended. A modern Honeywell thermostat costs surprisingly

little—and that’s often all it takes to correct an uneven flow of heat. So—there’s no reason for *anyone* to put up with discomfort next winter.

Call your heating dealer today. Find out—now—about all the impressive improvements that have been made in heating equipment in the past few years.

Find out—now—about the new Honeywell Thermostats and other automatic controls. Whether you buy a new heating plant or modernize your present one, make sure you get *Honeywell Controls*.



Don't be uncomfortable next winter, too—send this coupon today!

Minneapolis-Honeywell Regulator Co.
2852 Fourth Ave. South, Minneapolis 8, Minnesota

Please send me a free copy of “HOW TO MODERNIZE FOR COMFORT,” including specific information on items below.

ELECTRIC CLOCK THERMOSTATS make your automatic heating completely automatic.

ELECTRONIC MODU-FLOW. The magic sensitivity of electronics applied to heating your home.

ZONE CONTROL. The wonderful new trend in comfort control for ranch-type and larger homes.

Name _____

Address _____

City _____ Zone _____ State _____

Evelyn Keyes, starring in
"Smuggler's Island," a Universal
International Picture, color by Technicolor



"Evelyn Keyes' hands get La Cross care"

says RUTH COLLINS
Studio Manicurist
Universal International



"A flawless manicure is the only kind that will pass a close-up screen test. And it takes instruments of La Cross precision quality," says Miss Collins, "to give such a perfect manicure." That's why so many professional manicurists prefer La Cross to any other manicure instruments. And that's why glamorous stars like Evelyn Keyes, whose hands get La Cross salon care, choose La Cross instruments for home manicures, too!

La Cross
Tweezer
... swiftly whisks
eyebrows to
obedience 50¢.
Others from 25¢

La Cross Triple-Cut File
with Cleaner Point
finishes as fine as 25¢
Others from 15¢

La Cross Cuticle
Nippers, positive
precision, razor
keen blade action
\$4.25

Guaranteed by
Good Housekeeping
to be as advertised

ON SALE AT COSMETIC
COUNTERS EVERYWHERE

La Cross

America's Finest Manicure
Instruments Since 1903

SCHNEFEL BROS. CORP., NEWARK 3, NEW JERSEY

TEXAS CHIVALRY CONTINUED

BACK-STAGE DIVERSIONS



WRESTLING between knights of the two rival armies was frequent though sternly forbidden by the director because of the mess it made of the costumes.



DRINKING was made easy by putting a chair on pedal so actor's weight would start fountain.



BUILDING BLOCKS kept this page occupied. Other performers screamed, played jacks, practiced dance steps or stood around in attitudes of boredom.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation has remarkable
skin-soothing ingredient

MODERN LIVING demands you shave every day. But your skin need not get irritated, rough, and often old-looking. Not any more...

Two special ingredients in Glider brushless shave cream correct all this. One is the same type of oil that is used on a baby's skin. This allows your razor to cut close without scraping.

The second ingredient which insures your skin new shaving comfort is EXTRACT OF LANOLIN—a wonderful new substance with beneficial ingredients 25 times as active as in plain lanolin, the well-known skin conditioner.

Glider for the brushless shaver—whether you shave daily or less often—means a comfortable, clean shave. And for the man who must shave twice a day, it's a life-saver! It keeps the skin silky-smooth because it's a shaving preparation that's good for the skin. So good that it makes after-shave lotions needless. All you need do is rub a little extra Glider right into your skin... and like a skin cream it replenishes the oils of your skin, leaves your face feeling smooth, relaxed with that healthy look of youth everybody admires.

As makers of fine shaving preparations for over 100 years, and as makers of the only shaving preparations containing EXTRACT OF LANOLIN, we know there's not a better brushless preparation on the market. Get a tube today and see for yourself! The J. B. Williams Co., Glastonbury, Conn.

Charles S. Campbell
PRESIDENT

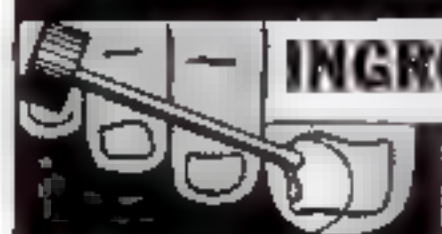
RELIEVES HEADACHE NEURALGIA NEURITIS PAIN

FAST



Here's Why...

Anacin® is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proved active ingredients. Anacin is specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.



INGROWN NAIL

Hurting You?

Immediate
Relief!

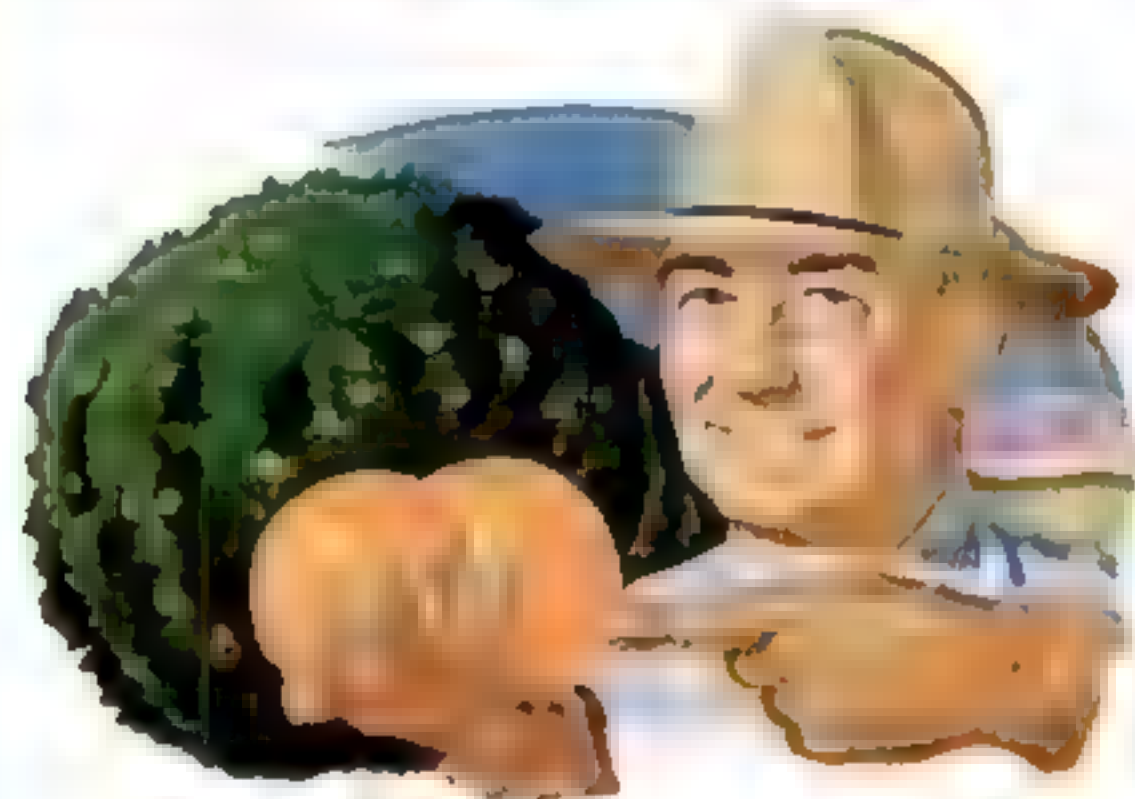
A few drops of OUTGRO® brine dissolved in water relieves the tormenting pain of ingrown nail. OUTGRO® loosens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO® is available at all drug counters.

CONTINUED ON PAGE 37

**Only the
best of the best are
stamped Sunkist**



BEST Because of sunny days and cool nights, mineral-rich soil and mountain-snow water, nature has made California oranges the best in the world. But, of course, some California oranges are better than others...



BEST OF THE BEST From California's golden crop we carefully select the finest fruit—the sweetest, juiciest oranges of all. We stamp these Sunkist. There's just nothing else as good!

Enjoy Sunkist orange juice home-squeezed

Treat your family to the delicious Sunkist Valencias now at your dealer's. For juice, salads, desserts and just plain eating, they're *best of the best!*

Despite the wonderful abundance of summer fruits, your family still needs orange juice *every day* for vitamin C and other essential vitamins and minerals. See that *children especially*—and adults as well—get plenty!

Look for Sunkist on the fruit itself, quality trademark of 14,500 cooperating California and Arizona citrus growers.

FOR FAST, EASY FRUIT JUICING, see the Juicit extractor, Sunkist approved, at department stores or electrical shops.



Sunkist

BEST FOR JUICE—AND EVERY USE!



DAVID NIVEN

VERA-ELLEN

CESAR ROMERO

HAPPY GO

LOVELY

TECHNICOLOR

Directed by BRUCE HUMBERSTONE • Produced by MARCEL HELLMAN • Screenplay by VAL GUEST



BALANCE HIS DIET THE "SAVING" WAY!

It's easy to feed your dog well—and *thriftily*—with MILK-BONE TINY-BITS! You pay for concentrated food only. Just mix with warm water, soup or broth... to give your dog a diet suited to his needs and taste! MILK-BONE TINY-BITS are baked for digestibility—sealed in lined containers.

MILK-BONE TINY-BITS contain nutrients your dog needs: Vitamins A, B₁, B₂, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



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445 E. 10th St., New York 9, N. Y.
Send me free MILK-BONE TINY-BITS. Also Booklet:
"How to Care for and Feed Your Dog." (Paste coupon on penny postcard if you wish.)

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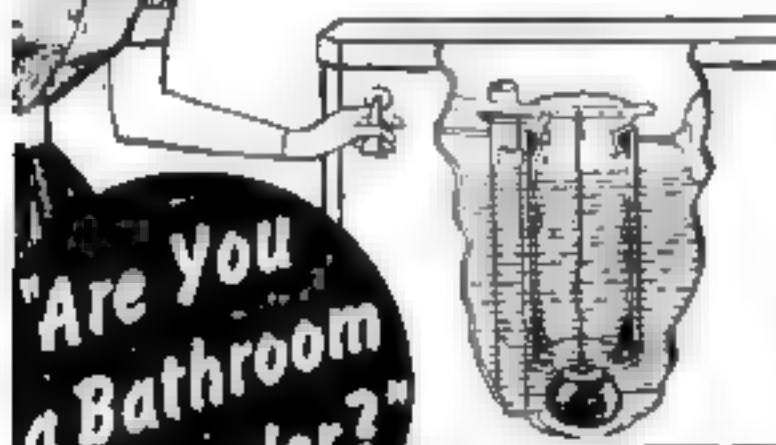
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This offer good in U. S. States only

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FLUSH VALVE GUIDE
Stops Dripping Toilets,
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"Are you
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Slightly higher in 11 western states

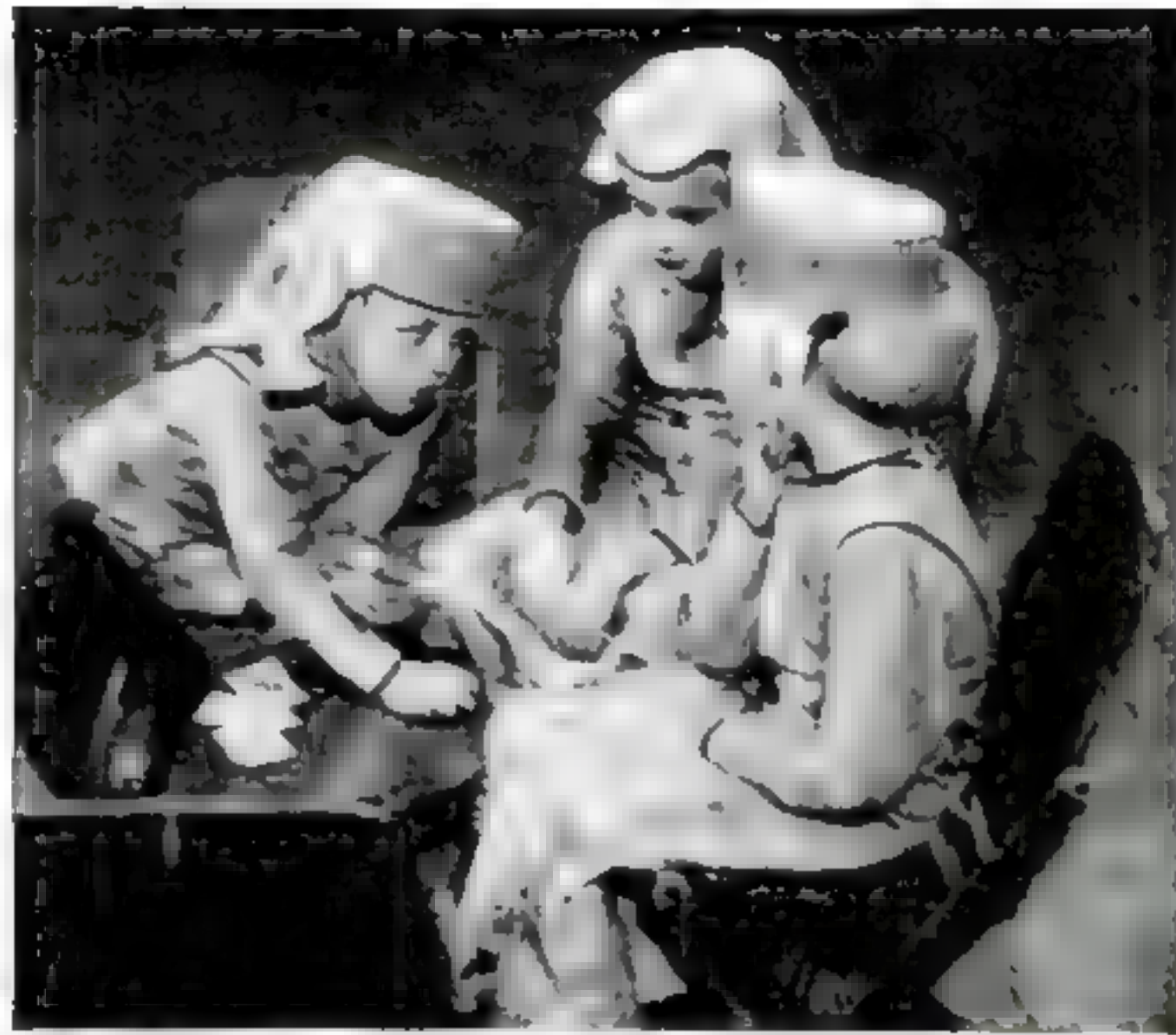
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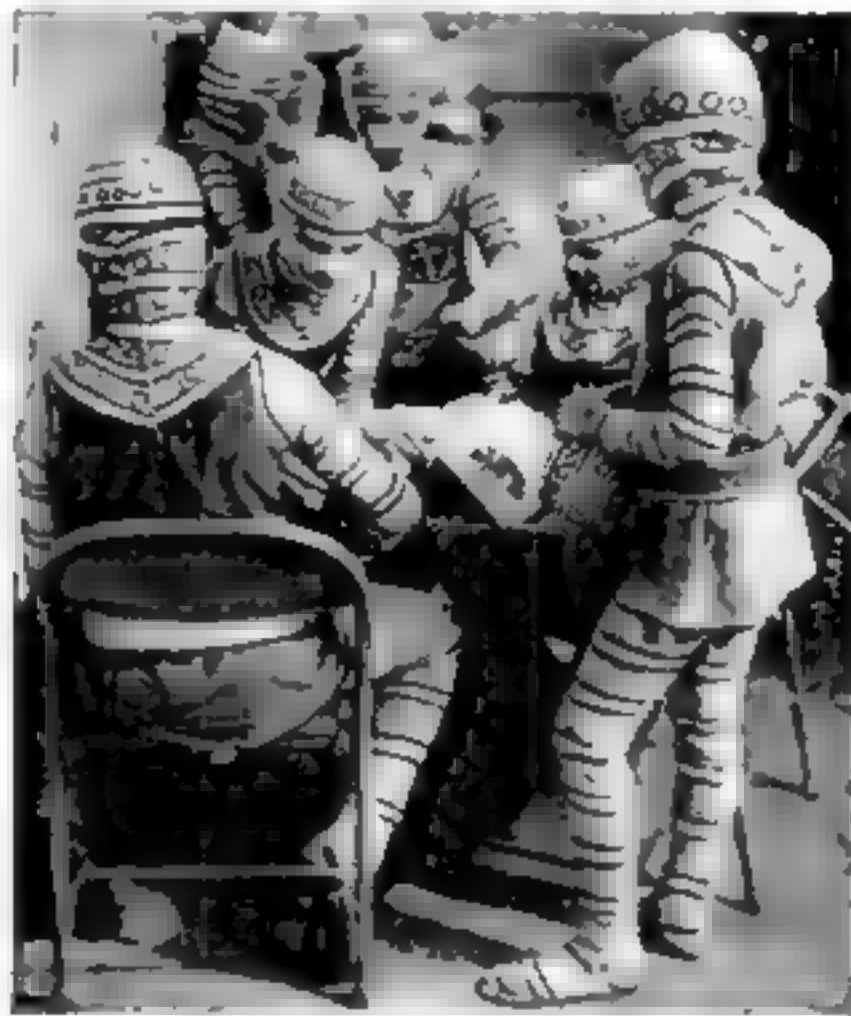
ARMORE PRODUCTS COMPANY - ARMORE, PA.
In CANADA—Fox Agencies, Ltd., Port Credit, Ont.



SUPER SUMMER
SALAD



CARDS AND GOSSIP occupy time of three court ladies waiting turn to go on stage. Some adults and teen-agers were on hand to keep order backstage.



COMIC BOOKS were more to the liking of this collection of knights waiting to go into battle.



KNIGHT AND SHEPHERD, despite considerable differences in age and size, find backstage meeting ground in the pages of a couple of other comic books.



*Make getting there
as much fun
as being there...*



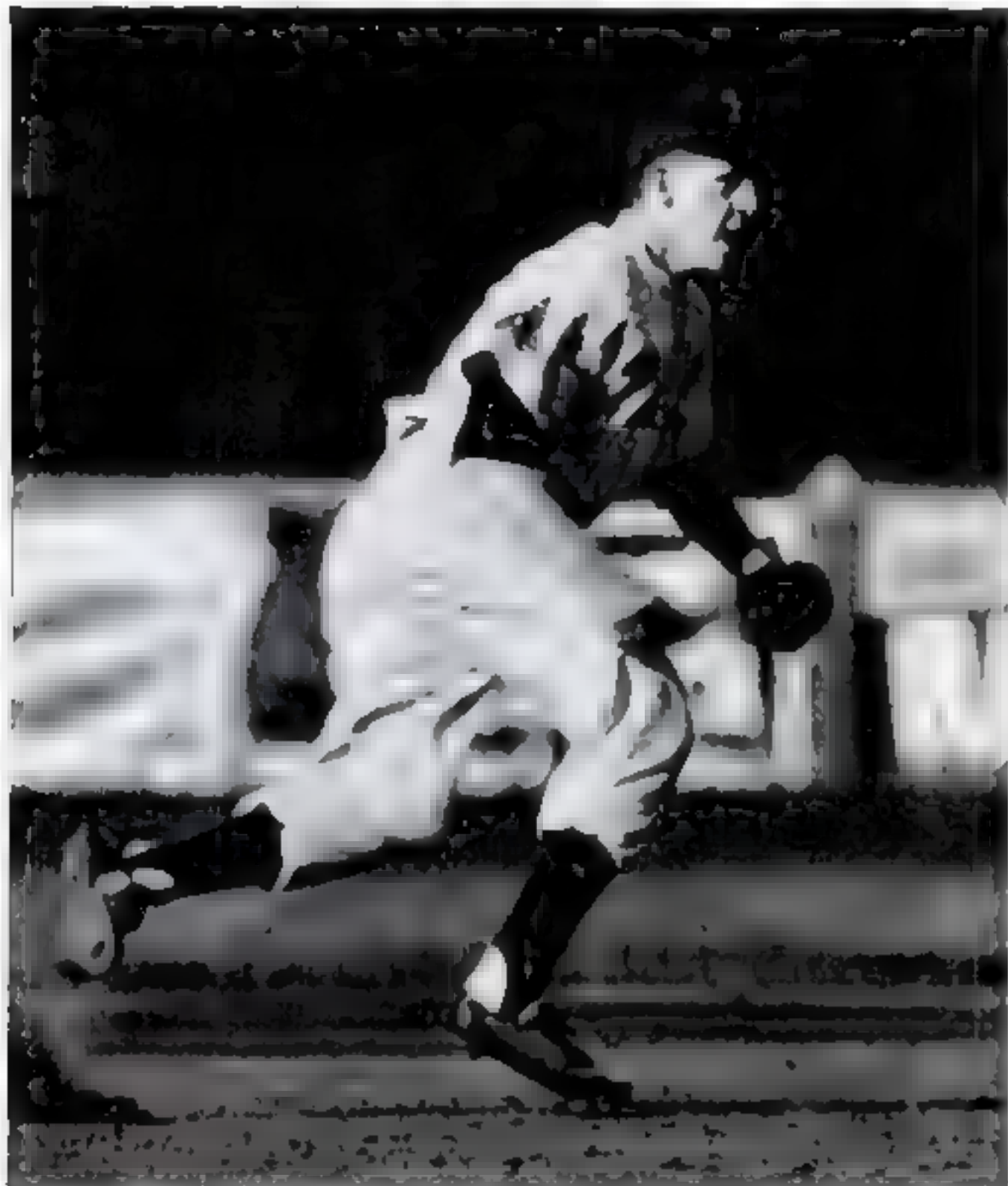
Go Pullman

COMFORTABLE, DEPENDABLE,
AND—ABOVE ALL—SAFE!

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THE PHILLIES GET A SHORTSTOP

Scouts of 13 big league clubs were on the trail of Ted Kazanski, 17, a shortstop. By baseball law he could not be approached until the day after graduation from Detroit's St. Ladislaus High. One minute after midnight Bob Carpenter, owner of the Phillies, appeared at Kazanski's home. "Do you like the Phillies?" he asked. When the lad nodded he asked again, "Would you sign a contract now if we gave you anything you asked for?" Kazanski asked for \$80,000. That was it. The deal made, he was farmed out to Terre Haute in the Three-Eye League, where he may get a chance to try his batting skill against \$100,000 Bonus-Baby Billy Joe Davidson when Terre Haute meets Cedar Rapids.



A GOOD PAIR OF HANDS is Ted Kazanski's most useful attribute. Here, making his first appearance in pro ball, he goes to his left to cover second base.



WIDE BATTING STANCE is like that of Joe DiMaggio and Ralph Kiner but is not doing Kazanski much good. At Terre Haute he is hitting pitiful .182.

CONTINUED ON NEXT PAGE

Rain or Shine... Only Ansco Guarantees Perfect Snapshots!

Yes, you call them perfect OR YOU GET A NEW ROLL, FREE.

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Don't trust to luck with ordinary film. Now get clear, sparkling snapshots in all weather, in any camera... at no extra cost.

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No other shaving cream
gives you closer, cleaner
longer-lasting
shaves...or feels
so soothing to a
sunburned face*



* Sunburned? Don't wash off
Barbasol...leave it on!

TRY IT!



POISON CHAIRS
DIPHTHERIA
MALARIA
TYPHOID
DYSENTERY

THESE DEADLY PESTS CARRY THEM ALL!

For the Sake of Your Health
KILL THEM
NEW HUDSON NEBULIZER
Kills Common Pests...Quickly,
Surely, Economically

There's no more need to fuss with old-fashioned sprayers. Loaded with any make AA grade insecticide, the Hudson Nebulizer 4-jet nozzle shoots a fine, floating spray that stays in the air longer...kills down 20% more flies, kills 25% more of them. Used on walls or clothes, it can deposit a fine protective film, deadly to cockroaches, moths, ants, mosquitoes, others. Hudson Nebulizers, in sizes from 1/2 pt. to 2 qt., priced from about 50c to \$2.00, at dealers everywhere.

Many authorities suspect the common fly of carrying Polio virus.

H. D. HUDSON MANUFACTURING COMPANY
589 East Illinois Street, Chicago 11, Illinois

Bonus Babies CONTINUED

ONLY ONE OF FIVE MADE GOOD



\$52,000

Dick Wakefield, the original bonus baby, is washed up at 30. A fine-looking outfielder when he began with Detroit, he drifted downhill for lack of initiative, now lives in Ann Arbor where he is waiting for another chance at big time.



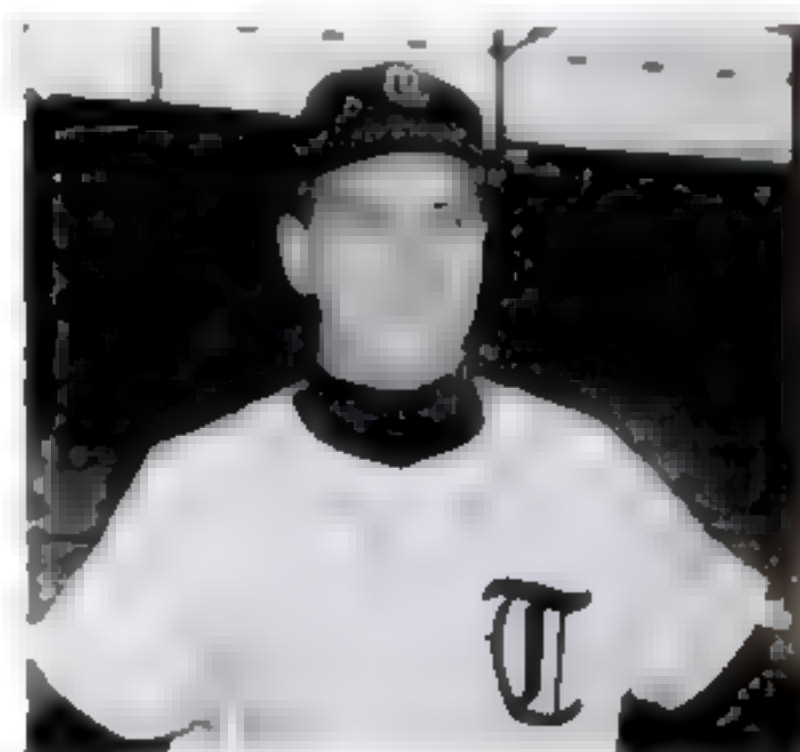
\$65,000

Curt Simmons, 21, of Philadelphia Phillies is the exception among the bonus babies. A talented southpaw pitcher, he had chalked up 17 wins before being drafted in midseason last year, is now a corporal at Camp Atterbury, Ind.



\$50,000

John Antonelli was cause of a minor mutiny among Boston Braves players in 1949. The thought of an untried pitcher getting all that cash stuck in team's craw. Antonelli lost more games than he won before being drafted by Army.



\$75,000

Frank House, 21, a catcher owned by Detroit Tigers, is still a question mark. He hit .850 as a schoolboy prodigy, but only .261 with Flint in the Central League his first year up. He is now alternate catcher for the Toledo Mud Hens.



\$100,000

Paul Pettit, 19, wonder boy signed by Pittsburgh, threatens to be biggest bust of all. Troubled by sore arm, he won two games, lost seven for New Orleans Pelicans last season, was recently shuttled down to the Charleston, S.C. team.



HOULTON, MAINE. Supervising construction of his 61st service station with his son, Otis, Arthur O. Putnam is an out-

standing oil marketer and one of his community's leading citizens. Serving the people of Northern Maine for 39 years he

now has 16 bulk plants spotted throughout his territory to give better service in even the most isolated village.



GLENDALE, ARIZONA. State legislator and former Mayor, W. B. Barkley is typical of the many local oil jobbers who play a vital role in their own communities.

15,000 SMALL OIL COMPANIES Doing BIG Job in Supplying U. S. Oil Needs

The story behind the tremendous growth of local oil jobbers and distributors in the U. S. is the story of the American competitive system at work. The dollar volume done by these local concerns has actually *tripled* since 1940 alone.

As the use of petroleum products has increased, the number of local businessmen who sell and distribute these products in wholesale quantities has grown from less than 100 in 1909 to over 15,000*.

Doing business in big cities and remote villages, local oil jobbers and distributors set high standards

of service in their communities. Competing successfully against both large and small firms, they perform a vital job distributing today's record oil supplies.

In peace or war, America's thousands of privately-managed oil companies provide the public with the finest oil products at the world's lowest prices. For instance, the price of gasoline is about the same as it was 25 years ago—only taxes are higher. Yet the quality is 50 per cent better.

This is one more example of how the benefits of oil company competition pay off for you and the nation.

*National Petroleum News

Oil Industry Information Committee, **AMERICAN PETROLEUM INSTITUTE**, 50 W. 50th St., New York 20, N. Y.



BETTENDORF, IOWA. Storage place for energy is this Paraland Oil Company bulk plant. It is owned and operated by an independent marketer who buys oil products in volume from the refineries, breaks up these volume shipments into the

smaller quantities needed by his customers. Some jobbers sell to farmers; others work with service stations or deal in fuel oil for home heating. Local jobbers and distributors own a large share of the nation's oil bulk storage plants.



WAYZATA, MINNESOTA. W. L. Dickey (left), pioneer jobber, sold 5 thousand gallons of gasoline in 1910 when he started business. Today his son, Don (right), now company president, sells 5 million gallons a year.



new liquid Shakti

**fragrant deodorant and refreshant
...gives head-to-toe protection**

Now you can have all the cooling pleasure of a tangy, subtle fragrance—*plus* “head-to-toe” protection in one amazing deodorant . . . new LIQUID SHAKTI. This brisk refreshant is an invigorating body rub as well. Splash it generously all over your body—enjoy its clean, unobtrusive scent which *blends* with any other fragrance you may wear. Don't wait another day to discover LIQUID SHAKTI . . . the perfect climax for your “Coty Bath.”

TRIAL SIZE liquid Shakti—A GIFT WITH
COTY BATH ESSENTIALS

IN YOUR FAVORITE FRAGRANCE • L'ORIGAN • L'AIMANT • EMERAUDE • “PARIS”



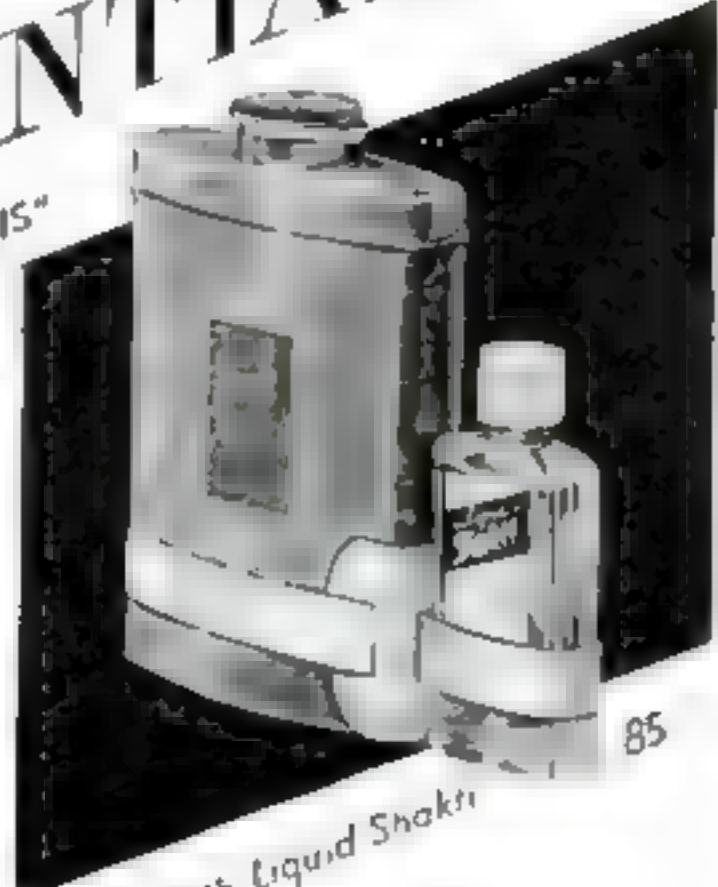
Sachet with Liquid Shakti

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liquid Shakti

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DEPT. AND DRUG STORES



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LOVELIEST SPECIES OF ALL, THE BLUE BIRD OF PARADISE HANGS HEAD DOWN, SHAKING OUT ITS FEATHERS TO ATTRACT FEMALES

Birds of Paradise

In the South Pacific islands they display the world's most gorgeous plumage

When Magellan's adventurers first came to the island of Tidore off New Guinea in 1521, the natives gave them the skins of two superbly colored birds, probably the first birds of paradise ever seen by a white man. Because the natives always removed wings and feet when preparing the skins, Europeans thought that the birds spent their lives floating like balloons in

mid-air. One expert explained the absence of feet by saying that the birds of paradise got drunk on nutmegs and fell to the ground where their legs were eaten away by ants.

The truth about these magnificent birds is scarcely less wonderful than the fables. Found only in and near New Guinea, the 43 species are decorated with waving plumes, extra sets of

"wings," corkscrew tails and movable shields of feathers. Their voices range from a ringing gong to a harsh scream. Both plumage and voice are used by the males in an elaborate courtship which has long fascinated ornithologists like John Ward, an 85-year-old Australian who made 14 expeditions to New Guinea to collect the material for the paintings on these pages.

CONTINUED ON NEXT PAGE



STANDARD WING variety is found in Moluccas. In courtship can raise four white plumes as well as tufts of green feathers that look like extra pair of wings.



TWELVE-WIRED bird is common on New Guinea coast, is named after the 12 feather vanes that grow straight out from the tail, then turn back toward head.



KING OF SAXONY'S bird, named by a patriotic German scientist, is size of a robin but from the back of its head grows a pair of two-foot shafts with pendants

like celluloid. Birds of paradise have sometimes been captured alive by means of birdlime and snares, but only two have ever been born and raised in captivity.



RED BIRD OF PARADISE is as big as a blue jay, has handsome plumes and two corkscrew "wires" that spiral two feet behind body. The plumes of all species

were once in great demand for fashionable hats, but the trade is now outlawed. Among the close relatives of the gaudy birds of paradise is the common crow.

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. B. POPE MARION of Boston society, pictured against the Canadian Rockies at Banff. Discriminating in her choice of cigarettes, Mrs. Marion says: "Herbert Tareytons are always so fresh and mild."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S S O M E T H I N G A B O U T T H E M Y O U ' L L L I K E

Copy. The American Tobacco Company

COURTSHIP IS ACROBATIC



CARTWHEEL effect is achieved by the greater bird of paradise as it bends down on perch, throwing its plumes high in the air to arouse female's interest.



PINWHEEL display is provided by Emperor of Germany's bird of paradise which hangs upside down and aways sideways, violently shaking its plumes.



HANDSTAND is the specialty of Count Salvadori's bird of paradise. Most paradise birds also call at beginning of display to attract female's attention.

New Shasta Cream Shampoo

Sparks your hair with
brighter, richer color ☆



Blonde hair gleams
with bright gold ☆



Brunette hair dances
with dark fire



Red hair takes on a
burnished glory ☆



Gray/White hair shines
with silver

**Not a tint! Not a dye! But a super cleansing shampoo
that makes even dull-looking hair sing with brighter color**

A DAZZLING LIFT! New lanolin-enriched Shasta Cream Shampoo glorifies your natural hair color. It does not add artificial color to your hair, but gives your own true color a dazzling lift.

"SUPER" CLEANS HAIR! New Shasta contains an amazing sparkle-giving cleanser that "super" cleans your hair. This super cleansing action is the secret of the shining, sparkling color after your Shasta shampoo. For Shasta leaves each strand so radiantly clean the natural color sparkles like sunshine streaming through a clean window pane.

SHASTA IS SAFE! Yet for all its color-sparkling magic, Shasta is safe. Lathers out color-dulling grime. Leaves in pre-

cious natural oils your hair needs to be soft, healthy, glamorous.

MAKE THIS CONVINCING TEST TODAY
BEFORE SHAMPOOING, snip off a lock of hair. Put this lock aside while you shampoo the rest of your hair with new Shasta.

AFTER SHAMPOOING, when hair is dry, compare the unwashed lock with your soft and radiant Shasta-washed hair. If not convinced that new Shasta sparks your hair with brighter, richer color, return the jar to Procter & Gamble and get your money back in full.

Big economy jar 4 full ounces **89¢**
Regular size . . . **57¢**



NEW COLOR-SPARKING

Shasta "SUPER" CLEANS SAFELY
DOES NOT ROB HAIR OF NATURAL OILS



THE OFFICERS OF SHAPE line up for LIFE portrait before their first full-dress conference in Hotel Astoria. They are identified by rank, name, nation, and (in parentheses) SHAPE assignment. Seated at table, left to right: Admiral Sir Patrick Brind, Britain (commander in chief, Northern Europe); Lieut. General Lauris Norstad, U.S. (commander in chief, air forces, Central Europe); Lieut. General

Augustin Guillaume, France (acting commander in chief, land forces, Central Europe), substituting for General Alphonse Juin, France (still in Morocco); Field Marshal Viscount Montgomery of Alamein, Britain (deputy supreme commander); General of the Army Dwight D. Eisenhower, U.S. (supreme commander); Air Chief Marshal Hugh Saunders, Britain (air deputy to supreme commander);



IKE GOES TO LONDON and presents roll of honor of 28,000 Americans based on Britain who were killed in World War II. At ceremony in St. Paul's Cathedral he stands at the table, Dean of St. Paul's

stands at left. In front at extreme right is Ike's son John. In front row is queen (in white) with Princesses Elizabeth and Margaret. While in London, Ike made important speech on Western defense (see p. 120).

OPTIMIST

FOR the American people, the most heartening truth about West Europe today is that the most popular man in these war-weary nations is an American general with a famous and captivating smile.

This one fact measures accurately and eloquently the achievement of Ike Eisenhower in the seven months that have passed since he first visited the Atlantic Pact capitals as their prospective Supreme Allied Commander. Eisenhower himself has wryly described his job as that of a super-diplomat, super-economist, and spare-time soldier. Given the state of mind of West Europe, he might properly have added that his main task is that of a super-psychiatrist. For in West Europe this summer the U.S. is engaged in a colossal task not merely of physical reconstruction or military rearmament but primarily of moral and psychological regeneration. In this sense the Eisenhower mission—far more even than the Marshall Plan—is a historic enterprise without parallel.

The coincidence of two events makes this a reasonable time to assess Ike's progress, to weigh his problems as well as his popularity. The first is simply the fact that he has now had a half year on the scene to test his own methods and form his own conclusions. Simultaneous with this have come the latest French elections—testing the political health of the people with whom Eisenhower must work.



Admiral André Lemonnier, France (naval deputy to supreme commander); Vice Admiral Robert Jaujard, France (naval flag officer, Central Europe); Admiral Robert B. Carney, U.S. (commander in chief, Southern Europe). Standing, left to right: Lieut. General Wilhelm von Tange Hansteen, Norway (commander, land forces, Norway); Lieut. General Maurizio Lazzaro de Castiglioni, Italy

(commander, land forces, Southern Europe); Lieut. General Alfred Gruenther, U.S. (chief of staff); Lieut. General Ebbe Goertz, Denmark (commander, land forces, Denmark); and Major General Robert K. Taylor, U.S. (commander, air forces, Northern Europe). Many top-level officers have aides from other nations. One of Eisenhower's aides is a Belgian. Chief of Staff Gruenther has a French aide.

IN ARMS

Ike revives Western Europe's will power and makes real progress toward restoring her fighting strength

by ANDRE LAGUERRE

A reporter who spends some weeks (as I have just done) following in Eisenhower's footsteps around the European capitals—talking with defense ministers, chiefs of staff, politicians, intellectuals and businessmen—reaches one pleasant conclusion: the heart of Europe is beating more strongly than at any time since World War II. He must also report, however, that this heart still frequently flutters with the irregular pulse of a convalescent.

The progress can largely be credited to Eisenhower personally—his energy, resolution, lucidity and almost boyish enthusiasm. No healthier antidote than this could be concocted for the lethargy, vacillation, confusion and smug cynicism that have tended to poison the mind of West Europe these last five years.

The evidences of Eisenhower's achievement are many. There is the fact of the French elections themselves: without Ike's discreet but firm urging they would probably have been postponed by the temporizing French National Assembly until next October. There is the \$2 billion French defense budget René Pleven pushed through early this year when, as premier, he responded to Eisenhower's quiet call for quick action. There is the six billion guilder Dutch defense budget, pushed through also this spring.

Less tangible but at least equally important has been the impact of the Eisenhower presence and personality. A Belgian cabinet

minister told me, "I will sleep more soundly when someone I trust has promised me that Eisenhower personifies the American era." And in Rome, with happy Latin hyperbole, an Italian senior officer remarked that he thought the whole Italian general staff would blow out their brains if the deed would please Ike. From such remarks it is plain that Europeans rejoice to see in Eisenhower that steadfastness, clarity and consistency which they often miss in U.S. foreign policy as a whole.

In evoking this allegiance Eisenhower has been enormously aided by a brilliant staff of men around him. Ike's own staff—temporarily housed in the Hotel Astoria, a stone's throw from the Arc de Triomphe—is a triumphant display of teamwork among many nationalities. Every new member joining the staff received a personal note from Eisenhower stating his philosophy tersely:

"We have been charged by the North Atlantic Treaty Organization with certain missions which are designed to provide for our common security and thereby ensure peace. The responsibilities which thus fall upon this establishment are of a gravity without precedent in the history of free peoples. They call not only for a high order of professional ability but for a complete and selfless dedication to the noble purpose we serve. There can be no compromise with these fundamentals."

With some 40 uniforms representing different services of the 12 Allied nations on

parade at SHAPE (Supreme Headquarters, Allied Powers in Europe), the unity and camaraderie that prevail are striking. The staff seems to crackle with efficiency, despite crowded quarters that jam three or four officers and their desks into a medium-sized hotel room. And it is a compact group, held down by Eisenhower to some 200-odd officers.

Of these men the most impressive is Ike's chief of staff, Lieut. General Alfred Maximilian Gruenther. "Uncle Al," a 52-year-old Nebraskan, rides his staff hard and manages at the same time to be universally liked. Quick-witted and efficient, he meets the myriad problems on his desk with swift and incisive judgment. Enormously energetic and thorough, Gruenther has never had any easy illusions about his task. When he and Eisenhower left Washington for Paris last January, a reporter said to him, "I hope you have the best of luck." Gruenther replied soberly, "Don't hope. Pray."

In the field Eisenhower has three commands: Northern, Central and Southern Europe. His Northern and Southern flanks are commanded by two seamen—by the British admiral, Sir Patrick Brind, and by the American admiral, Robert B. Carney. There is no

TEXT CONTINUED ON PAGE 118

PICTURES ON NEXT 8 PAGES



WITH HIS 29 PIECES OF ARMY EQUIPMENT JAMMED IN A BARRACKS BAG, CONSCRIPT JEAN HERVE IS DIRECTED TO HIS NEW QUARTERS BY HIS NEW SERGEANT

PROBLEM: TO MAKE A SOLDIER OF JEAN

As conscripts in France's new army, he and his comrades will play a big part in Europe's defense

By the end of this year, if things go as they should, the U.S. will have contributed six, the British over four and the French five active and five reserve divisions to General Eisenhower's NATO army. Manpowerwise this will bring the U.S. and Britain about up to their commitments. But France, strategically located, impoverished by many wars, will still have a long way to go. On France rests the main responsibility for Western Europe's supply of fighting men; she must deliver 20 divisions by 1953. To meet this heavy demand France is now conscripting men like Jean Hervé

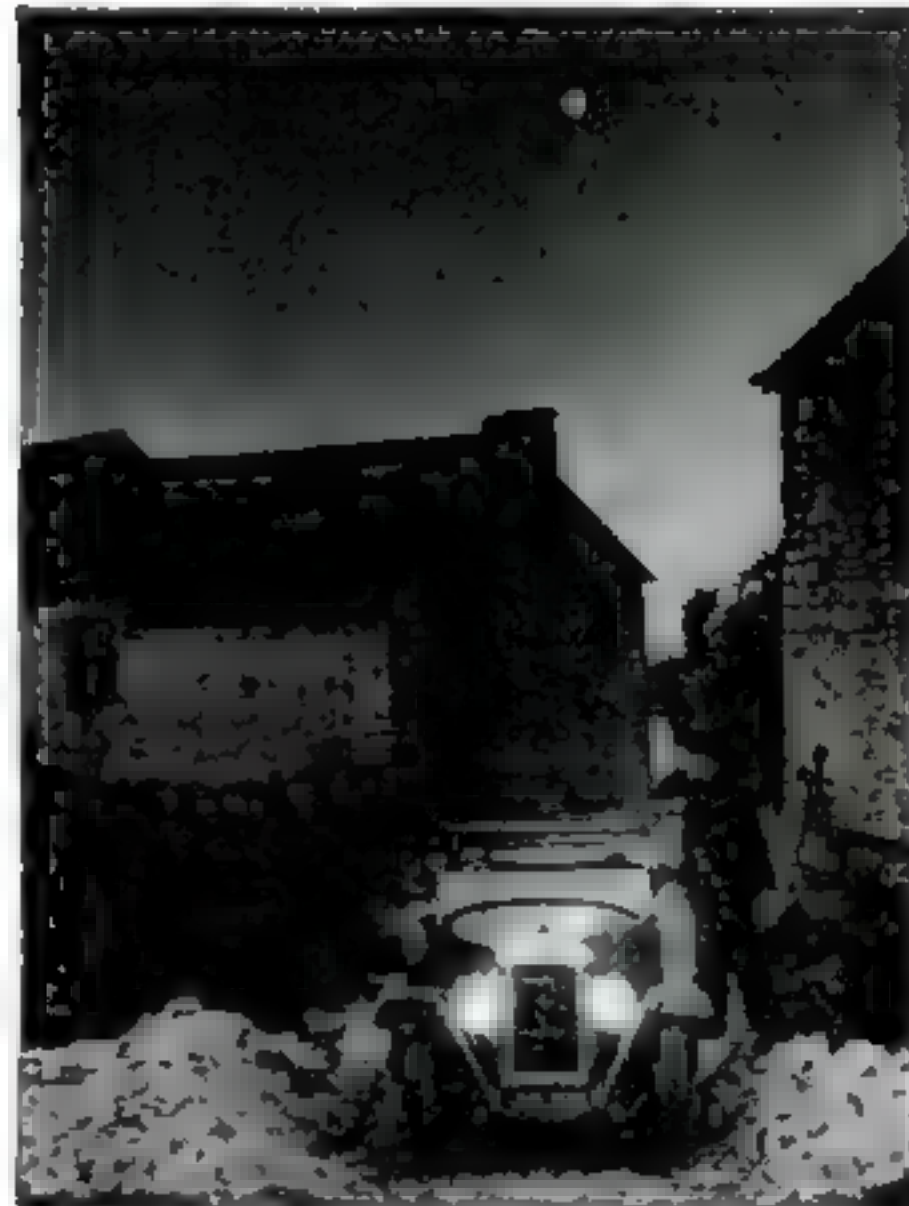
at a rate of over 300,000 a year. His country has had conscription since 1871, so Jean, unlike his U.S. contemporaries, had always known he would serve an army hitch. This spring he was 20, and it came his time to go. Leaving the little town of Champeaux-sur-Sarthe, he reported for assignment at a camp outside Paris. Unless his government lengthened it, his service would be only 18 months. To be made into a good soldier in that time, he would need modern equipment—which Eisenhower is trying to get—and forward-looking officers, which his country is now trying to supply (see next page).



LAST DAY on farm Jean says goodbye to two horses he tended. He got a salary of \$14 a month and board.



FAREWELL SUPPER is given Jean (right) by his brother, who toasted new soldier with wine until late.



OFF FOR THE ARMY before dawn, Jean is driven to the railroad station in family's 25-year-old car.



AT INDUCTION Jean, hands hanging at his sides, is asked his education. He left school when he was 13.



NOW A SOLDIER, he sticks an old-style helmet on his head, grabs his belongings, wonders what is next.



FIRST DUTY, not 12 hours after leaving home, was to scrub barracks floor. Next day he broke rocks.



AT STIFF ATTENTION Jean (second from right) strives hard for proper military bearing. As a soldier,

his pay will come to about \$1.50 a month, but he will get good food and wine with his meals twice a day.



ON THE RANGE left-handed Jean begins military training by shooting a small-caliber German carbine.



IN THEIR TRADITIONAL DRESS SAINT-CYR CADETS PRESENT ARMS BEFORE STATUE OF GENERAL KLEBER

WANTED: MORE LEADERS

Saint-Cyr is producing men with know-how and a taste for danger

As green young soldiers like Jean Hervé filter into France's growing armies, a second problem looms large on Eisenhower's list. Men like Jean need good leaders. But France has been fighting in both Indo-China and Korea, and much of its best officer and noncom material is now overseas. To fill this gap Eisenhower must depend on France's great and famous military schools, like Saumur and Saint-Cyr. Before the last war these schools were overripe with tradition, but the war made a drastic change. Saint-Cyr, shown on these pages, was founded by Napoleon, and until 1943 its cadets strutted through their routine in an archaic structure that had belonged to Madame de Maintenon, second wife of Louis XIV. In 1914, in plumed hats and white gloves, the cadet body marched off to fight the Germans and was slaughtered. In 1940 Germans moved in, and in 1944 the Allies bombed the buildings.

However Saint-Cyr continued operations, first in unoccupied France and then in Africa. Now, with its souvenirs and some of its statues, it has moved to Coetquidan, in Brittany. Here plumed hats and gaudy red-and-blue uniforms are worn rarely; in their place is the practical khaki. Half the 1,100 enrollment, once made up of carefully screened college men, is open to men from the army. The curriculum is modernized. Once, for example, its students spent 20 hours studying automobiles. Now they spend 100 on engines—and will soon use U.S. vehicles. But Saint-Cyr has never forgotten its great traditions—it has supplied its country with eight marshals, 22 ministers of war and 1,150 generals. And while it teaches its cadets the new twists of modern warfare, it never lets them forget an old requirement for every Saint-Cyr graduate, a willingness to take risks and "a taste for danger."



GETTING HIS PLUME at a special ceremony, an undressman kneels as shako is placed on his head.



TOUGHENING UP on the school's obstacle course, students scramble to top of barrier and use their own



LOOKING FOR TROUBLE in class, a student peers at motor. Only upperclassmen wear gloves.



methods (upper left) to get down other side. They also learn to take risks on horseback and on motorcycles.



IN COMBAT TRAINING amid World War II ruins, cadets blacken faces, use live ammunition



AFTER CLASS in big auditorium future officers of France mill about under a motto which was given

their school by Napoleon III after he watched them parade. It reads, "They learn so as to be victorious."

A GLOSTER METEOR F.Mk.8 DIVES STRAIGHT DOWN



RAF FIGHTER PILOTS of a Vampire Squadron based in England get briefed for a training mission by Squadron Leader Donald Kingaby (center with hand

ASSET: THE RAF

Its fighters are fast and its pilots are ready



AIR CHIEF MARSHAL SLESSOR

Constantly standing by on airstrips in Germany and England, frequently scrambling through mock air battles high over most of Europe, is a real Eisenhower ace-in-the-sky, the RAF. Though much of Ike's 1953 army still exists only on paper, the RAF, with its force of some 2,000 jet fighter planes and its growing Bomber Command, is a real, battle-ready force-in-being. The exact number of fighter squadrons to be assigned to the NATO command will still have to be worked out, but even now the RAF could, on orders, turn all England into a giant aircraft carrier from which land-based bombers could strike. And for their escort fighters the RAF's network of bases in Europe and along the Mediterranean is available to U.S. as well as to British planes.

Under Air Chief Marshal Sir John Slessor, the RAF has been busier than most air forces since the end of World War II. On a limited budget it has built up an energetic jet program, developing planes like the Vampire, the Venom and the Gloster Meteor (shown at left and right on these pages) which can fly straight up and straight down and climb at better than 10,000 feet in a minute. In World War II, while the U.S. was mass producing piston engines, the British took the lead in jet research and their jet program has been generally out ahead. Their engines are among the best in the world; the U.S. has started production of the British Sapphire (right) for its new F84F fighter plane. To date the RAF has left most of the long-range bomber program up to the U.S. Strategic Air Command. But now the RAF Bomber Command is growing rapidly again, and it has a fast, new light bomber, the Canberra (next page), in full production.

On most of the Continent the problem of low morale almost outweighs the problems of manpower and defense production, but in the RAF morale is higher than ever. Boys, still almost too young to remember the Battle of Britain, are flocking to take entrance tests at its enlistment bases. Men who fought in the battle are still flying weekly as reserves in well-integrated auxiliary squadrons; on 24 hours' notice they will be able to put an additional 20 squadrons into the air. And there are still the aces of the World War Fighter Command, many on active duty like Donald Kingaby (above), who are passing along their know-how to jet pilots of the future.



(enlarged) One of the aces who are teaching the younger men, Kingaby—an ex-insurance salesman—shot down 25 German planes during the Battle of Britain.



THE SAPPHIRE ENGINE, here on testing block, has a powerful 7,200-pound thrust. It is made in England by Armstrong-Siddeley; in U.S. by Curtiss-Wright.



A GLOSTER METEOR F.Mk.8 CLIMBS STRAIGHT UP



FRENCH BAZOOKA is comparable to U.S. superbazooka. Like other weapons shown on this page, it has been tentatively accepted for NATO production.



BRITISH BOMBER now built by Glenn L. Martin Co. for U.S. Air Force is called the Canberra. Powered by two jets, it flew Atlantic in 4 hours 40 minutes.

TYPE OF WEAPON	PRESENT	FUTURE
RIFLES	25	3
CARBINES	7	2
SUBMACHINE GUNS	14	3
PISTOLS	23	2
MACHINE GUNS	33	3
BAZOOKAS	4	3
MORTARS	20	12
RECOILLESS RIFLES	3	3
LIGHT ARTILLERY	40	3
HEAVY ARTILLERY	90	3

STANDARDIZATION AIMS are shown in chart above. NATO planners would like to reduce types of weapons in each category from the present number to that in future column. Fewer types mean easier ammunition supply and simplified mass production.

HEADACHE: STANDARDIZATION

Europe makes slow progress toward uniformity of arms and training

One of the most complex problems facing the G-4s of Eisenhower's armies, the men who deal with supplies, is that of utilizing the available old weapons and coordinating the manufacture of new ones. To supply 12 armies which use 33 types of machine guns and 90 types of heavy guns is a nightmare and one that could end in defeat on the battlefield. Refusal to use the weapons now available in Europe would reduce NATO's armies to a pitifully weak force during the danger period of the next few years. The answer to this problem, of course, is some degree of standardization of arms, but meshing a dozen different industrial plants makes this neither a quick nor a simple solution.

Last year each country in NATO submitted to the NATO Standing Group a list of military items on which new or continued production was contemplated. Working from these, the staff men came up with a master list of 750 items, running from radios to tanks. This list now represents a target for partial standardization, but the best guess on how long it might take is 20 years. A measure of the problem is the difficulty encountered in the attempt to standardize British and American screw-thread sizes. It took 30 years just to negotiate an agreement and now three years later there is only a 50% standardization in so seemingly simple a field.

Some NATO planners now estimate that if a program were initiated to make Garand rifles in Europe, it would be 3½ years before production would justify tooling-up expense.

However there are two encouraging aspects in an otherwise gloomy situation. First, in the production of new weapons, such as guided missiles, manufacture can be coordinated from the start. Second, vast shipments of U.S. war materials are reaching Europe. By late this year about half of Eisenhower's divisions will be U.S. equipped, and to that extent standardized.

But all arms acceptable to NATO planners are not American. From Europe have come weapons as good if not better than their U.S. counterparts. The French bazooka, scout car, self-propelled gun, and the British jet bomber shown on this page are examples of European ingenuity which, with the guidance of a joint standardization agency, can be as important to NATO as U.S. mass production.

In contrast to the necessarily slow progress in standardization has been the fast, efficient establishment of Army schools in the U.S. Zone of Germany to teach Europeans to use U.S. weapons. At these schools (right), still few in number, an army is being built whose international know-how and international morale can give Eisenhower a fighting chance for victory.



FRENCH ARMORED CAR uses front and rear wheels on roads, employs all eight wheels in going over rough ground. It can do 45 mph forward or backward.



FRENCH SELF-PROPELLED GUN has 13-ton tank chassis, mounts 105-mm howitzer. This is a more modern weapon than U.S. equivalent now used in Korea.



TANK MOCK-UP is used at ordnance school in Eschwege, Germany to teach European students how communications system of U.S. medium tank functions.

The five pupils sit in same relative positions as they would in a real tank and use an actual radio and intercom setup under review of U.S. instructor (standing at left).

"OPTIMIST IN ARMS" CONTINUES ON NEXT PAGE



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OPTIMIST IN ARMS

CONTINUED FROM PAGE 109

over-all commander of the center. General Alphonse-Pierre Juin, one of France's best soldiers, has the ground forces but has not exercised his command, believing that he cannot yet leave his post of resident-general in French Morocco. The naval flag officer, Central Europe, is another Frenchman, Vice Admiral Robert Jaujard, and the air commander is an American, Lieut. General Lauris Norstad.

It is a grave anomaly that Eisenhower and this array of military talent have had largely to be preoccupied, these last six months, not with problems of strategy or logistics but the elemental matters of morale and spirit.

The weakness of Europe's spirit has come from more complex causes than Communist propaganda or neutralist daydreaming. Two widespread attitudes of mind have had to be combated. The first has been the plaintive contention that Europe's standard of living is so low that the burden of armaments will force an economic collapse and Red revolution right at home. The second paralyzing fear—by no means confined to traditional pacifists or timid neurotics—has been that another war can simply not be worth fighting when the cost, killing and devastation will be so horrendous.

With tact, sense and hard facts Eisenhower has fought a slowly winning battle against these attitudes. Against the baneful economic argument, American officials have been able to point out West



ANDRE LAGUERRE

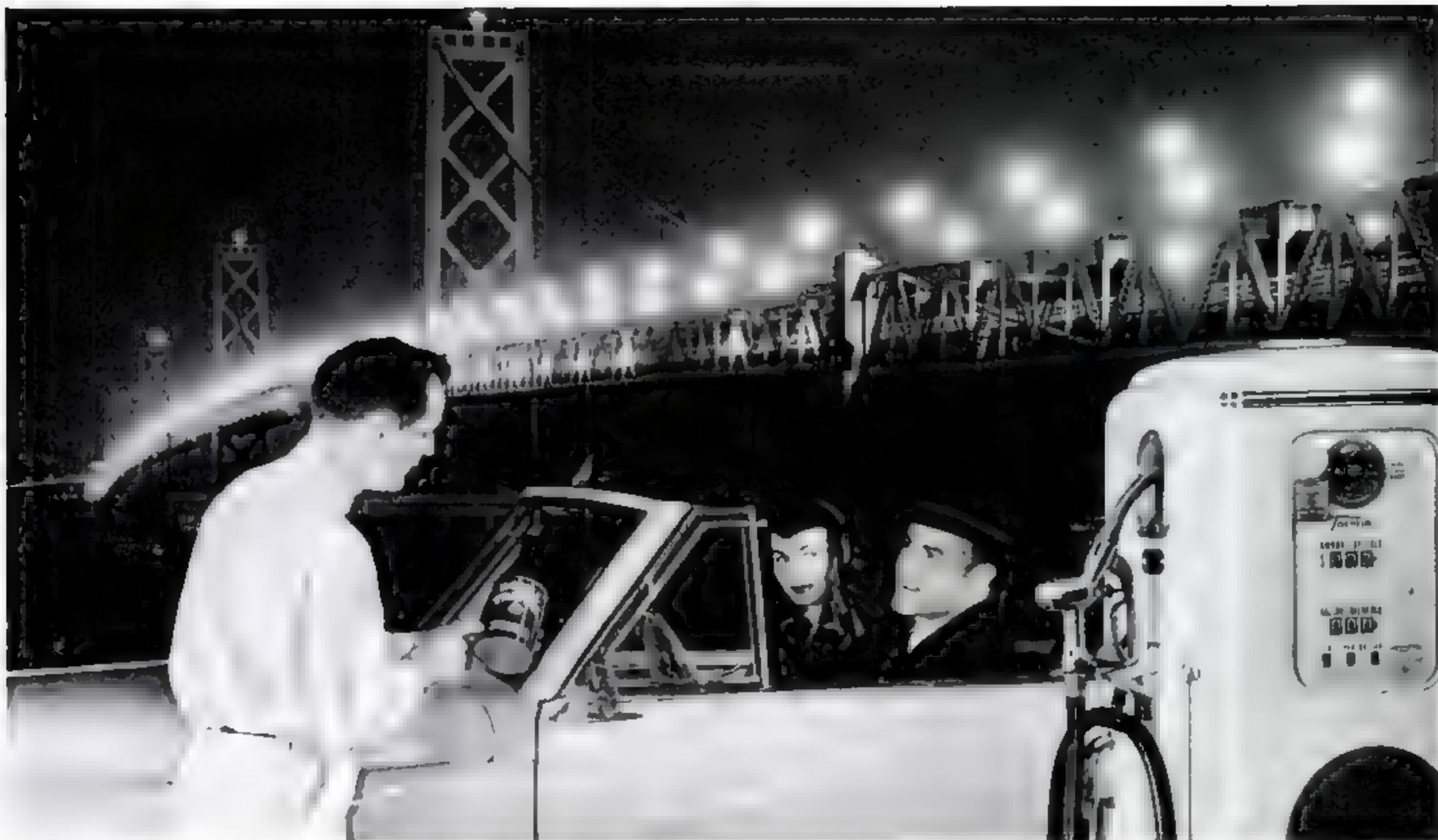
Because he was the son of a French consul, Andre Laguerre was educated in Britain and the U.S. as well as France. When his family moved from San Francisco he stayed, went to work as a sports-writer. Since then he has been a journalist in London and Paris. During World War II, Laguerre served with the French army, was on De Gaulle's staff during the African campaign and the attack across Europe. For three years head of the TIME-LIFE Paris bureau, he is now a special correspondent in West Europe.

Europe's troubles are often exaggerated: France, Western Germany, Belgium and Italy have almost doubled their total industrial output since the beginning of the Marshall Plan. The Americans have also contended that a big but rational European rearmament effort need produce only minor cuts in consumption. Milton Katz, the brilliant U.S. lawyer who replaced Averell Harriman as ECA head in Europe, puts his views strongly: If West Europe were as efficient as the U.S., she would be capable of a productivity of \$507 billion a year. At present her productivity is \$170 billion. But if it could rise only one third of the way toward the goal, free Europe could then carry an annual rearmament burden of \$40 to \$50 billion (it is less than \$9 billion for the coming fiscal year) and at the same time increase living standards. These arguments have slowly had a healthy effect. Besides, I have yet to hear a European politician bluntly say, "We must not let our prosperity interfere with our rearmament."

Tougher still for Eisenhower to fight has been the naked, hopeless, war-is-futile spirit. Even dedicated, anti-Soviet Catholic circles have been affected by this temper. In Rome, for example, there is a group of Jesuits which studies, for the Pope's guidance, the application of doctrine to world events. A strong minority of this group contends that there can no longer be such a thing as a just war, so terrible are the means by which it would be fought; and even a victorious war against Communist aggression would simply create the very conditions of misery so easily exploited by Communism. So widespread is this antiwar anxiety that a negotiated peace in Korea today—while it would undoubtedly soothe Europeans' jangled nerves—would almost surely have the effect of lulling many people deeper than ever into their false dream of peace-by-wishing.

Against this stand Eisenhower has had to make clear that his purpose is primarily to *prevent* war, only secondarily to win it. This he has pointed out time and again. Only a few days ago he was reiterating to Frenchmen, "Today the West is united to defend freedom—before it is lost. Never again must there be a campaign of libera-

CONTINUED ON PAGE 122



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*The term *heavy duty* has nothing to do with weight. *Heavy-duty* oils come in the same S.A.E. grades as *premium* oils.



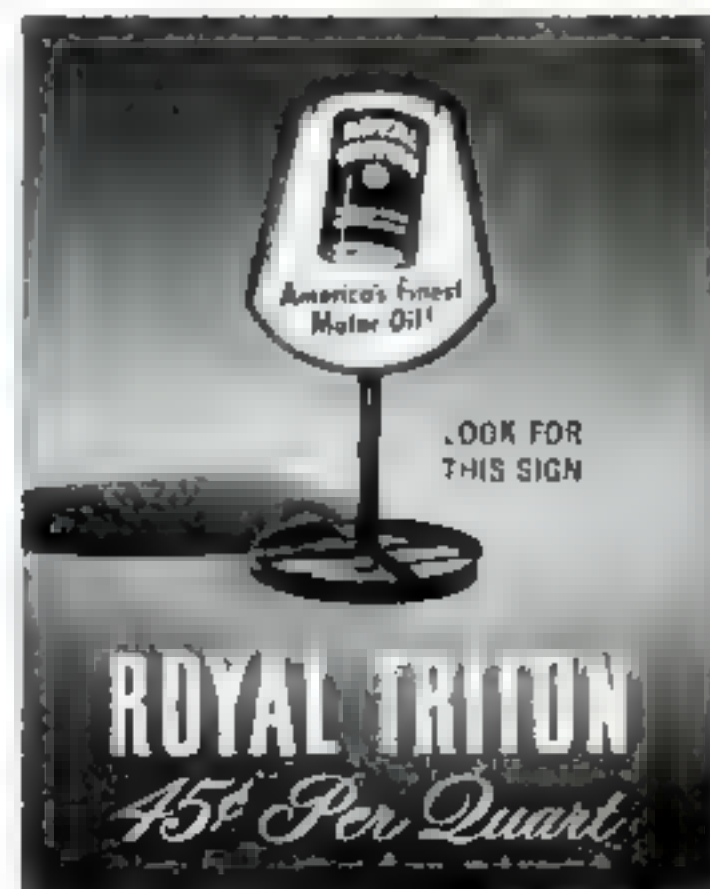
THE PURPLE COLOR of heavy-duty Royal Triton came from an exclusive combination of compounds. Royal Triton's compounds give far greater protection against oxidation, corrosion and acid action than *regular* oils. Royal Triton's detergent compound keeps engines cleaner than *premium* grade oils.



THE FAMOUS 30,000-MILE TEST in which four new cars were driven the entire distance without oil drain proved Royal Triton's amazing heavy-duty lubricating ability. At the end of the run engines showed no measurable wear. Oil was in excellent condition.



WHEN THE WORLD'S ENDURANCE FLIGHT RECORD was set by the *City of Yuma*, Royal Triton's heavy-duty qualities were further proved. Using Royal Triton, the plane stayed aloft 46 days, flew 90,000 miles without oil drain. Engine wear was negligible.



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OPTIMIST IN ARMS CONTINUED

tion fought on these shores. The integrity of all Western Europe must be defended against predatory force. In this endeavor we seek only peace. But we know—out of tragic experience—that peace can never be the portion of the divided, the fearful, or of those who would stand aside, in the vain hope that the hordes of tyranny might overlook them."

Only last week Ike was able to deliver one of his strongest thrusts in this fight to strengthen West Europe's will. Addressing the English-Speaking Union in London, he said, "We earnestly hope that the call for a truce in Korea marks a change in [Russia's] attitude. . . . [Our] stand in Korea should serve notice in this area, as well as in the Far East, that we will resist naked aggression with all the force at our command." By shrewdly combining a little hope with a lot of guts, he offered Western Europeans something more to arm for. But, he added, they must unite in a European federation if they want to achieve maximum strength. "Progress," he said, "is hobbled by a web of customs barriers interlaced with bilateral agreements, multilateral cartels, local shortages and economic monstrosities. How tragic! . . . This is not to say that, as a commander, I have found anything but ready cooperation among the governments of Western Europe. Time and again I have saluted from my heart the spirit of their armed services . . . from the mountains of Italy to the fjords of Norway, from Normandy to the Curtain." If this cooperation could be forged into real federation, Ike declared, it "would be the greatest possible boon to the functioning and objectives of the Atlantic Pact." And if, he concluded, "we march together, endure together, share together . . . we shall gloriously succeed together."

These telling truths, time and again restated, have now toughened European morale sufficiently to allow at least a start to be made on the strictly military problems.

To date, the start signifies something less than sensational. The remote ideal of an army able to beat back a full-scale Russian invasion—an army of some 100 crack divisions supported by some 8,000

CONTINUED ON PAGE 122



NEW HEADQUARTERS for SHAPE nears completion at Marly, outside Paris. As an expression of optimism, no bombproof shelters have yet been built.

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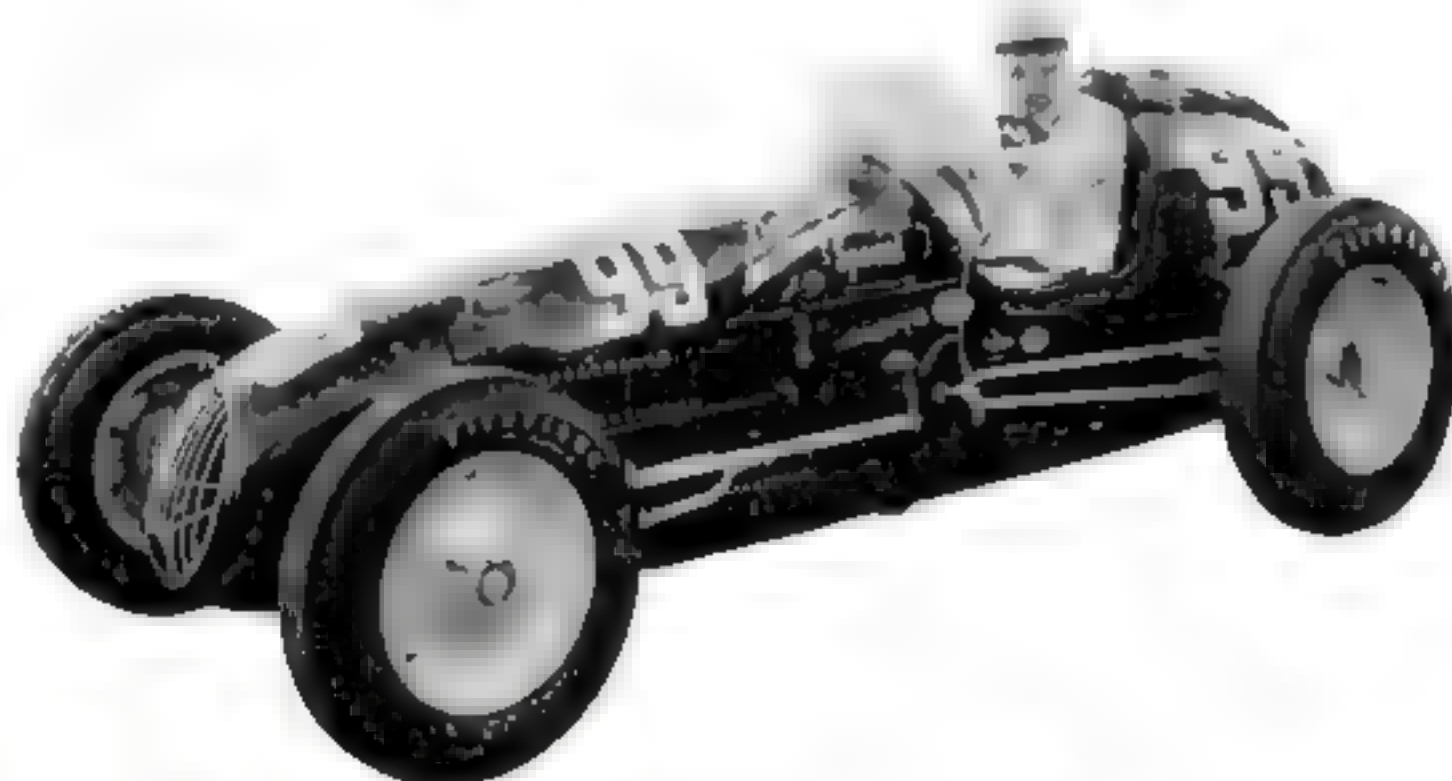


LOUIS MEYER
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Winner 1936
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FRED FRAME
Winner 1932
104.144 m.p.h.



LOU SCHNEIDER
Winner 1931
96.629 m.p.h.



BILLY ARNOLD
Winner 1930
100.448 m.p.h.



RAY KECK
Winner 1929
97.585 m.p.h.



GEORGE SOUDERS
Winner 1927
97.545 m.p.h.



FRANK LOCKHART
Winner 1926
95.904 m.p.h.



PETER DE PAOLO
Winner 1925
101.13 m.p.h.



JOE BOYER
Co-winner 1924
98.23 m.p.h.



L. L. CORUM
Co-winner 1924
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TOMMY MILTON
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OPTIMIST IN ARMS CONTINUED

aircraft—remains remote. The more temperate ideal—an army by 1953 consisting of 50 to 60 divisions, with superior firepower, backed up by some 6,000 aircraft—is not, in truth, very much nearer reality than it was six months ago.

Specifically, the first key military problem is that of training. Manpower itself is not a serious issue: France and Italy alone call nearly three quarters of a million men to the colors every year. But the training of a soldier with modern arms steadily grows more complicated, and there is an acute shortage of qualified instructors. Today, for example, some French conscripts serving in Germany are being trained by sergeants who themselves have had only some four months of service.

The second critical military problem is summed up in a graceless word, *infrastructure*, now incorporated into the international jargon of SHAPE. Infrastructure signifies all the housekeeping matters entailed in maintaining armies in being. Delay in infrastructure has been evident in all the Allied countries, partly because of disagreements over division of costs, but in France particularly the laxness has bordered on disgrace. About 100 air bases have to be built in West Europe, the bulk of them in France, and work has hardly begun. France, being a country of small properties, the building of an air base with a two-mile runway can entail buying or requisitioning property from as many as 100 landowners. Admittedly that was a ticklish job for a weak government on the verge of national elections, but the consensus at SHAPE is that France has done less than the expectable minimum. At one time U.S. Air Force reinforcements, now on their way to France, were going to be routed to Britain, because no French housing was available to them. As it is, they will go to France—and will live under canvas. Before the weather gets cold and wet, housing will have to be provided or there will be an angry barrage of attacks from the floor of the U.S. Congress.

Despite these grievous aggravations, Eisenhower, when he surveys his command country by country, does find some sober reasons for cautious satisfaction.

The Italian spirit

TO begin with, Ike is happy about the Italians. The defense of Italy is viewed by SHAPE as of critical importance—especially the north-east frontier against which Soviet divisions could spring from the Hungarian plains—and a loss of Italy would plainly jeopardize the whole Mediterranean area and North Africa.

What Ike likes about the Italians is their spirit. They have seemed to throw themselves into the business of defending themselves with almost childlike enthusiasm. National morale generally seems harder than in France: citizens, soldiers and officers seem free of the anguish that afflicts the French when they recall their rout in 1940. Nor was there in Italy—as there was in France—so fierce a conflict between resisters and collaborators. There was no Italian De Gaulle and really no Italian Pétain.

Partly as a result of these healthy factors, De Gasperi has been able to push through a quite substantial defense plan. By the end of this year, Italy promises to have in the field six infantry divisions, two Alpine brigades and one armored brigade. By the end of 1952 she plans to give SHAPE a total of nine infantry divisions, three Alpine brigades and two armored brigades.

It is true that the Italian Peace Treaty—holding Italy to a 250,000-man army—is a ridiculous anomaly. There is rank absurdity in the U.S.'s urging Italy to make the greatest possible military effort while at the same time theoretically restricting her by a treaty signed with the nation against whom we are arming. But it is one more sign of healthy sanity in Italy that, while the government does protest and resent the treaty restrictions, the people view the treaty as a silly and rather inconsequential joke. They are forbidden to have any reservist program—but officers are quietly recalled for refresher courses. They are forbidden to produce arms for other nations—but are preparing to find a way to do so. Already over the manpower limits in all three services, they are hoping to replace their 200 fighter aircraft with jets by the end of this year. I asked a staff officer what he would do with the old ones. "I suppose you will burn them?" He grinned broadly and answered, "We may give them to the Knights of Malta." The Knights of Malta—a kind of aristocratic Italian Rotary Club having sovereign, diplomatic rights in Italy—has built up in recent months an air force of more than 100 transport planes, bombers and seaplanes, flown by personnel provided by the Italian air force and wearing ambulance corps arm bands.

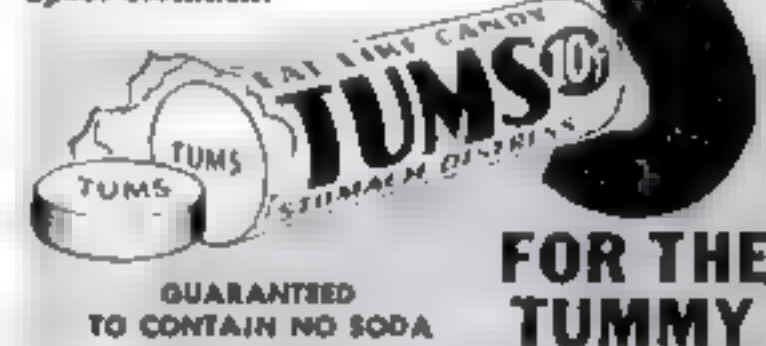
On his opposite flank from the Italians, Ike may find less humor but even more solid comfort from the British. They are, to him,

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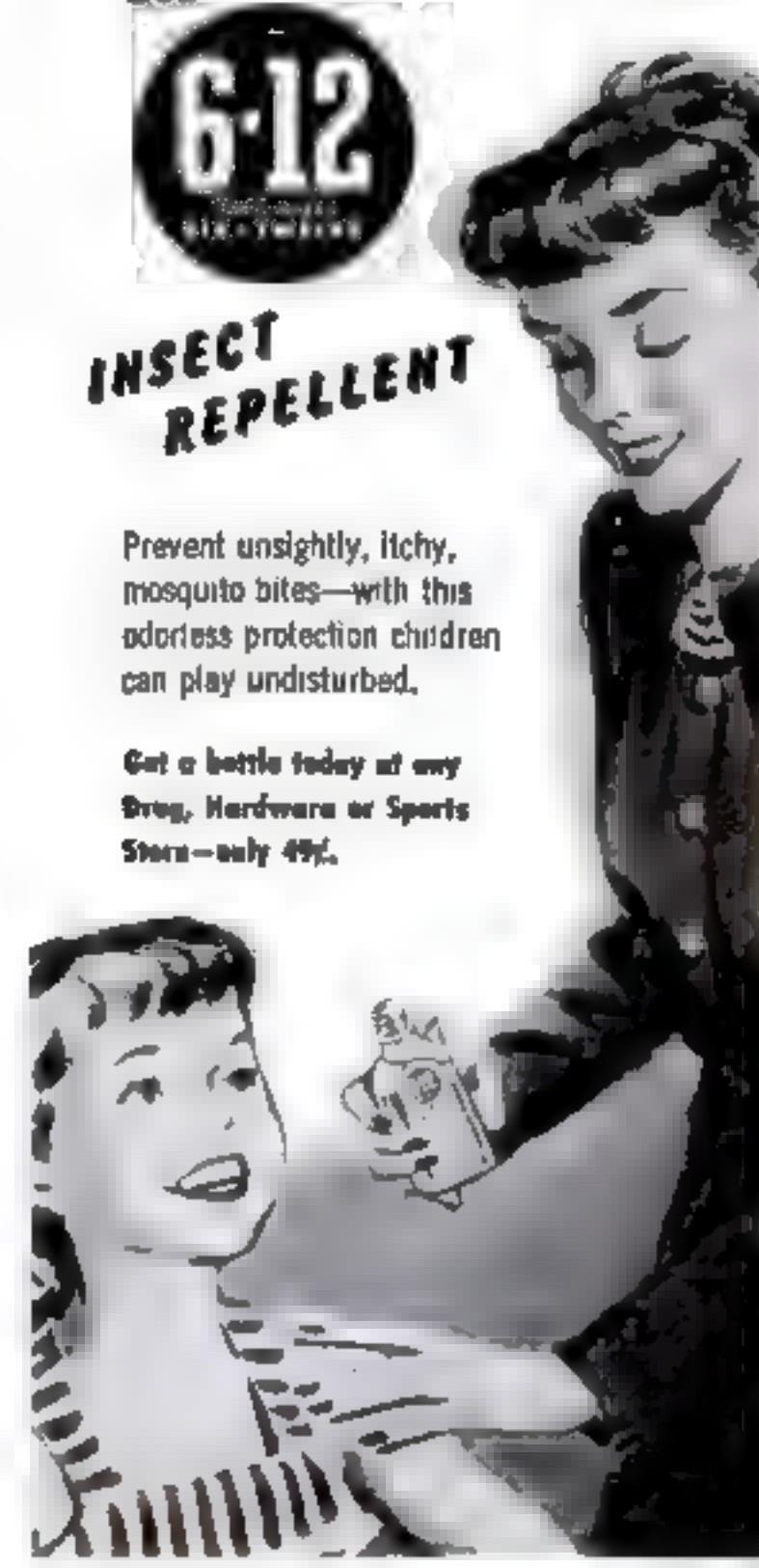
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tremendous . . . and is a tribute to the wisdom of top-level planning which established the Military Air Transport Service (MATS)—and encouraged a healthy civilian airlines system that could be banked on in emergencies.

THE military-civilian team showed what it could do during the Berlin airlift. In the Korean crisis it became one of the most efficient transport services in history.

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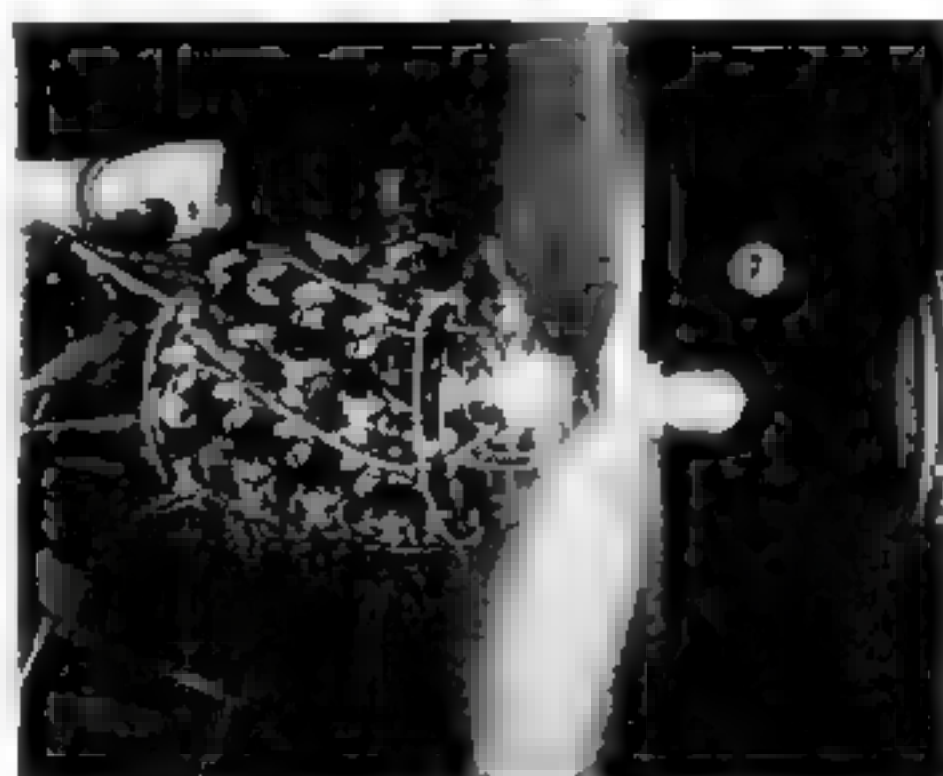
291,000 passengers . . . 161,000 tons of critical combat material . . . and evacuated 123,000—mostly wounded.

IN THE PRESENT EMERGENCY America can be thankful for the foresight of military planners and for all the years of engineering effort on the part of the entire aircraft industry.

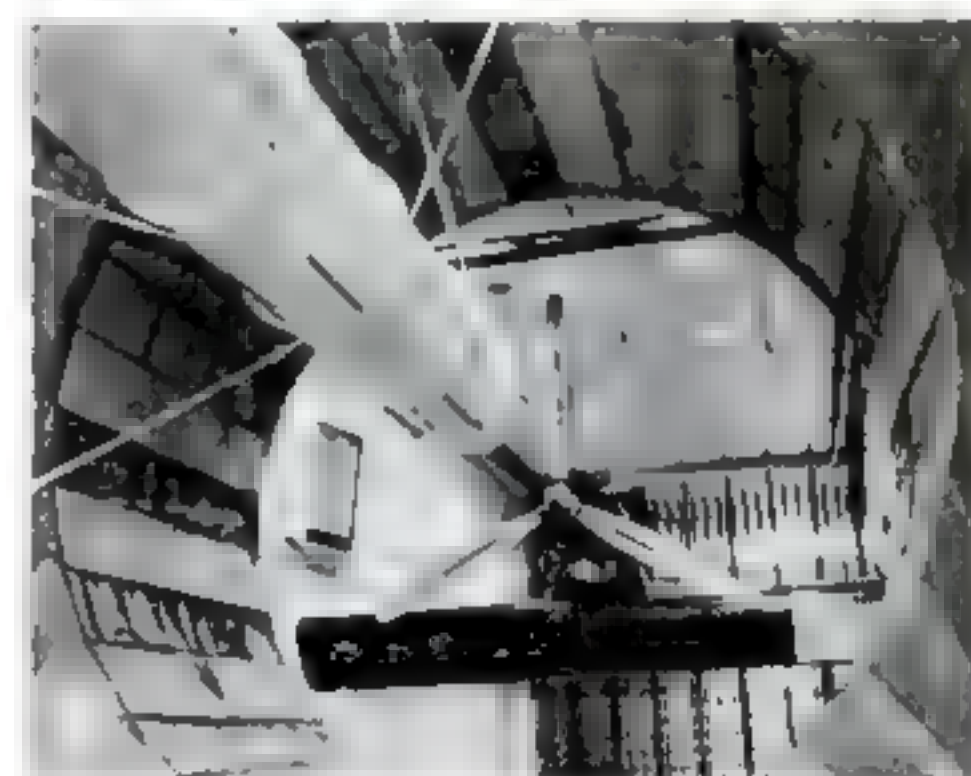
THESE YEARS OF RESEARCH, design and development have resulted in the world's finest aircraft—and in your nation having the largest and most reliable air transport service in the world.



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ARMED GERMANS march again in the Western sectors of Berlin. These policemen were directed by a Four-Power agreement to carry only truncheons and pistols, but the Russians in East Germany have long ignored the directive.

OPTIMIST IN ARMS CONTINUED

his old reliables. Their three-year defense budget of \$13 billion is a considerably larger contribution, in proportion to resources, than that of any continental nation. And while the British commitment to SHAPE by the end of 1951—something more than four divisions—is not large, it is substantial enough in the light of Britain's world-wide commitments. Defense Minister Shinwell has meanwhile acquired a toughness of tone vaguely echoing Churchill—and he is assuring Eisenhower that, if necessary, 500,000 citizens will be shifted from nonessential to defense industries.

The British picture, however, is not without blemish. Neither Americans nor continental Europeans can find much satisfaction, for example, in a recent survey of British audience reactions to a series of Ministry of Defense lectures: some 50% of the listeners declared that the full possibilities of diplomatic talk with the Russians had not been exhausted. And the venerable and enervating British reluctance to risk too much on the Continent still stubbornly persists. An eminent British cabinet minister told me of his continental colleagues: "Of course, I don't believe a word they say. Can't count on them, you know." This line of talk is poorly calculated to encourage them to count on Britain.

In Scandinavia, Eisenhower's galvanizing influence has scored a notable success. Norway has no real military tradition, and Denmark has been neutral for 90 years. Both nations feel nakedly exposed, and both have had to fight the temptation to join powerful Sweden in a neutral Scandinavian bloc. Yet now Norway's defense budget has been increased five times since she joined NATO, and it will be doubled again within two years. After a slower start the Danes are now heartfully committed to the West—and to Eisenhower. No clearer proof of the last is needed than the shrill anger of the Danish Communist paper reporting after Ike's last visit to Copenhagen that "not only have we become an American colony, but Danish journalists seem to be delighted by that fact and genuflect when Eisenhower deigns to descend from his plane on our soil."

Bottleneck for Red subs

BOTH Norway and Denmark are at once a responsibility and an asset in Eisenhower's planning. Between them they may be able to mobilize up to half a million trained men by the end of next year. Their contribution to the defense of Europe could only be small. Yet their own defense is of considerable strategic value. For one thing both southern Norway and the Jutland peninsula are natural locations for air bases from which the right flank of an attacking Soviet army could be punished. In the second place there is a serious matter of naval strategy. Some 100 submarines, or about one third of the total Soviet submarine force, are in the Baltic. It is easy to imagine what havoc 100 hostile submarines could wreak with Western communications across the North Sea. It would be the task of the Norwegian and Danish navies to bottle up the Red subs with help from elements of the British Home Fleet based in Scapa Flow.

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Life is wonderful when you feel wonderful... and you need not suffer from headaches, backaches, upset stomach, gastro-intestinal disturbances, biliousness, nervousness, insomnia, loss of appetite or lack of energy if and when excess gastric acidity and constipation are contributing factors. Get Crazy Water Crystals or Powder in the 85¢ or \$1.25 size or concentrated liquid in quart bottles for \$1.50 at your Drug Store... if unavailable there order direct.

Write for Free pamphlet
"The Story of Crazy Water Crystals"
CRAZY WATER CO., INC. M. Neal Wells, Texas

CONTINUED ON PAGE 128

When this happens to you...



YOU lose your plea for the family car—yet you promised to pick up your golfing party!



YOU discover that simple little car repairs require two days—but you can't spare it that long!



YOU must take your family or friends to the big outing—but you do not have a car!



YOU are out of town on business or pleasure—and the situation requires quick, personal transportation!

Relax...and enjoy this convenient, economical service...

Why get panicky when want of a car puts a brake on your family outing, golf, party or any business or pleasure plans? Your Hertz station has ready and immediately available to you—many smart models of new Chevrolets and other fine cars. They're washed, shined, expertly conditioned... and gas, oil and proper insurance are furnished! Quick, courteous attention assures you a new car in a matter of minutes. A driver's license, adequate identification and you're ready to drive away. And you'll actually wonder how Hertz can give you so much for so little. Try Hertz yourself... rent for an hour, day or longer... and enjoy *all* the advantages of the world's largest car rental service.

**RENT A NEW CAR FROM
HERTZ**
...drive it as your own

Enjoy ALL the Hertz advantages... right away!



TRUCKS... Hertz is also the world's largest truck leasing and rental organization. Trucks are available at most Hertz stations for daily and weekly rentals or on long-term lease.

NOTE: To serve more cities and towns, licenses are being granted to responsible local interests to operate as part of the Hertz system. For complete information write Hertz Drive-ur-Self System, Inc., Dept. 271, 218 South Wabash Avenue, Chicago 4, Illinois.

✓ **A SPECIFIC RATE EXAMPLE...** At the Hertz station in Geneva, N. Y., Castle and Main St., the weekday rate is \$5.50 per 10 hours, plus 7¢ per mile, including gas, oil and insurance. Thus, the total cost for a 30 mile trip is only \$7.60, regardless of how many ride. Rates lower by week.

✓ **RENT FROM HERTZ EASY AS A.B.C....** A. Go to a Hertz station. B. Show your driver's license and identify yourself. C. Step into the car and go!

✓ **PRIVATE CAR PLEASURE...** You drive a new Chevrolet or other fine car in splendid condition and as private as your own. Rent day or night, for an hour, a day, a week, or as long as you wish.

✓ **INSURANCE PROTECTION...** You are always sure that you are properly insured when you rent a car from any Hertz station.

✓ **RESERVATIONS...** To be sure of a car when you need it, make a reservation in advance by calling your local Hertz station. They will reserve a car for use locally... or at the Hertz station in your destination city. If you prefer—and you have the correct station name and address—write, wire or phone your reservation direct to your destination city. If there is no Hertz station in your home town, request your Hertz reservation through the Hertz Rail-Auto or Plane-Auto Travel Plan at the railroad or airline reservation office, or your travel agency. Insist on Hertz service.

✓ **ADDITIONAL INFORMATION...** Hertz Drive-ur-Self service is available in over 450 cities and resort areas throughout the United States, Canada, Great Britain, Cuba, Mexico and Hawaii. For complete information call your local Hertz station listed under "H," "Hertz Drive-ur-Self," in the telephone book, or write Hertz Drive-ur-Self System, Inc., Dept. 271, 218 South Wabash Avenue, Chicago 4, Illinois.

Look in your telephone directory under "H" for your local Hertz station

You can rent a new car from HERTZ as easy as **A B C**

You need not inhale



STEPHEN McNALLY
Starring in "APACHE DRUMS"
A Universal International Picture
Color by Technicolor

Taste that satisfying fragrance
...whiff that soul-warming
aroma...and you'll know
why you need not inhale—

to enjoy a cigar



"LIGHT UP" AND SEE!

CIGAR INSTITUTE OF AMERICA, INC.

OPTIMIST IN ARMS CONTINUED

Meanwhile both Holland and Belgium have recently been spurred to greater efforts. By next summer Belgium has promised SHAPE one full armored and one full infantry division, one infantry division at three-quarter strength, and two reserve infantry divisions immediately mobilizable. This is not a bad performance for a nation with a population of less than nine million. Indeed Brussels officials already are saying that they have got ahead of other countries (meaning Holland), and that if other nations (meaning Holland) don't catch up, they are likely to have a government crisis provoked by Belgians angered by having to do more than their fair share. This rather sharp vying of one European nation with another can at times produce good results—as Eisenhower has discovered.

The most sorrowful discovery of Ike has been this: he faces most trouble where he can least afford it—the heart of his command, formed by France and West Germany.

Eisenhower and his staff know perfectly well that, however tough the diplomatic problems that are posed, simple arithmetic proves the necessity of German participation in any force capable of defending West Europe. Nor does a forward strategy, based on defense at the Elbe, make conceivable sense without the enlistment of West Germany itself.

Today a lot of the spurious issues that have clouded the discussion of German rearmament have been removed. It is no longer true that Germans must be rearmed at the expense of the rest of Western Europe: there soon will be equipment for everybody. It is no longer even plausible to argue against "provoking" Russia by such a rearmament when the Soviets have been busy for a year training their East German armies. And it is demonstrably irrational to argue at one and the same time—as some have done—that West Germany cannot be rearmed because 1) it doesn't want to be rearmed and 2) it is lusting for a war to recover East Germany. With the bulk of the Allied armies in Germany itself, the proper use and control of German forces should be no great strain on the ingenuity of Western generals.

The French question mark

BUT tough problems remain to be met. For one thing, a West that has been diligently demilitarizing Germany for six years is not, psychologically, in the strongest position to issue a rousing call to arms to German youth. In the second place, toughly nationalist leaders like Socialist Kurt Schumacher view their country's rearmament less as a role in a common cause than as a chance for Germans to elbow their way to the bargain counter of international favors. In the third place, only a strong France can, with equanimity, welcome a strong Germany into the Western alliance—and France is still a long way from strength.

These are danger signs on the way, but they are not insurmountable obstacles. The necessary starting point, however, must be the acceptance of West Germany as an equal ally in the military coalition. To try to treat the nation as an unreliable mercenary—to talk of limiting Germans to regimental combat teams and excluding their senior officers from the Inter-Allied staff—is patent nonsense. A people who constitute the forward wall against any Russian advance are not going to acquiesce in any such treatment. Today privately drawn paper plans for German rearmament are finished. Some four to six months would be needed to get military legislation through the Bonn parliament, to be followed by more than a year of training. At the end of that time West Germany could probably field 12 armored divisions of 11,000 combat troops each.

But—and Eisenhower knows this full well—both the speed and the enthusiasm of German rearmament will depend heavily on the strength of France. A weak France will drag Germany down with it—by its own nagging fears of superior German armament, and by German reluctance to stand as a shield before a vacuum. And so the wheel of European defense turns full circle to point again to the critical question mark: France.

There have been flickering signs of progress since Eisenhower's arrival—notably under Plevin's premiership—but the hesitant coalition French governments, under a crossfire from political right and political left, have shied from incisive statements and convincing action. It is a shock to realize that, before the last French elections, the government refused to announce either the giving of bases to American forces in France or the dispatch of U.S. reinforcements to France. These evidences of American commitment to Europe's defense—so long and so loudly implored in the speeches of French politicians—were actually deemed politically "dangerous" by timid Third Force leaders.

Such facts spurred Eisenhower's anxiety for the earliest possible

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world famous
photographer
PAUL HESSE..



"The August issue of
**POPULAR
PHOTOGRAPHY**
is fun to read...
and packed full of
information
for everyone!"

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America's
most
popular
camera
magazine!



Contains Rutile Titanium Oxide—
Whitest Pigment in the World!

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white**
Cleans White
Shoes Whiter!

HOLLYWOOD SHOE POLISH INC.,
BOSTON, MASS. U.S.A.

Contains Rutile Titanium Oxide—
World's Whitest Pigment!

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Get top-notch performance from your electric razor. On sticky summer days when shaving is most uncomfortable, this preparation:

1. Evaporates sticky, razor-clogging perspiration.
2. Lubricates skin for more comfortable shaving.
3. Tautens skin—"brings out" your beard for closer, better-looking shaves.
4. Lubricates your shaver's cutting head.

Use Lectric Shave with any make of shaver. Simply spread it on



and get set to enjoy faster, closer shave. Lectric Shave is available at drugstores or toilet goods counters. Only 49¢ plus tax enough for 80 shaves. The J. B. Williams Co., Glastonbury, Conn.

**TAKE
BAYER
ASPIRIN**

TO
EASE
NEURITIC
NEURALGIC **PAIN**

FEEL BETTER FAST!

CONTINUED ON PAGE 131

"I've been to Milwaukee, I ought to know...

*Blatz is Milwaukee's
Finest Beer!"*

says *William Gargan*

Celebrated star of stage and screen who has won new acting laurels on radio and television as "Martin Kane, Private Eye"

• "You don't have to be a 'private eye' to recognize the superiority of Milwaukee beers," says actor-sleuth, William Gargan. "And you don't have to visit Milwaukee, as I often do, to know, beyond any shadow of a doubt, that Blatz is Milwaukee's finest beer! Compare Blatz with any beer, anytime, anywhere, and you'll find that it's my favorite and Milwaukee's favorite because it's Milwaukee's finest beer!" Yes — official figures show that Blatz is the largest-selling beer in Milwaukee and all Wisconsin, too. Try Blatz Beer, today!



• The "private eye," in private life, is an avid fisherman. Here in the Milwaukee home of Dick Greiner, he discusses the best equipment for fishing Wisconsin's fine lakes. Both agree, Blatz Beer is a prime essential for real fishing pleasure.



• Don't miss it! America's favorite family comedy, the Amos 'n' Andy Show. Watch for the Amos 'n' Andy Show on television every week, and for added pleasure enjoy a bottle of Blatz. See your local paper for time and station.

Milwaukee's first bottled beer



ALL ABOARD FOR THIS WONDERFUL TREAT—

New! Post's SUGAR CRISP

AS A **CEREAL**
IT'S DANDY—
FOR **SNACKS**
IT'S SO HANDY
—OR EAT IT LIKE
CANDY!

SUGAR CRISP IS SO
ALL-FIRED GOOD! AS A
CEREAL IT'S DANDY AND
IT NEEDS NO SUGAR—THE
FLUFFY PUFFED WHEAT HAS
A HONEY-FLAVORED COATING
TOASTED RIGHT ON!

YOU'RE ALWAYS ON THE RIGHT
TRACK WITH SUGAR CRISP!
YOU CAN EAT IT LIKE CANDY—
MUNCH IT RIGHT OUT OF THE
BOX—YOU'LL LOVE IT!
GET SOME—TODAY!

SUGAR CRISP IS JUST THE
TICKET FOR 'TWEEN MEALS
SO HANDY FOR SNACKS!
THERE'S WHEAT FOR
NOURISHMENT—A SPECIAL
HONEY AND SUGAR
COATING FOR FLAVOR
PLUS QUICK ENERGY!

ANOTHER
DELICIOUS
POST CEREAL—
TASTE THEM ALL
IN POST-TENS!

elections to clear France's political air. The elections have now been held. Of the total of 627 seats in the National Assembly, the Third Force parties captured 283; the Communists took only 103 (a loss of 78, though they remained in popular vote the largest single party in France); the De Gaullists, for the first time campaigning as a full-fledged independent party, won 118; and other rightist parties won 121.

Insofar as they affect France's defense effort, these election results cannot be called better than mixed. One healthy result has been the Communists' loss in the National Assembly. Another healthy result may be that the relatively strong showing by the Third Force may encourage men like René Pleven and Jules Moch—who have been ahead of their own followings in defense matters—to give Eisenhower still more of the active cooperation he wants. But the relatively poor showing of the De Gaullists is not an encouraging sign, for they were the one party to declare unequivocally that France should and could make a greater military effort. Finally, there is little to indicate that the revolving door through which French cabinets seem habitually to spin in and out of power will be turning any more slowly in the future: the distribution of party strength in the Assembly allows only a precarious margin for any government to work on.

The best that can be said of this picture is that it contains elements of hope—but one of the best things that can be said of Eisenhower is that he doesn't ask for much more to work with. His work now is going to consist of encouraging the French to get down to the brass tacks of defense. And the French themselves know that this means: 1) speeding up the infrastructure program, especially with regard to air bases; 2) intensification of the train-

ing program, extending military service from 18 to 24 months; 3) collecting the trained cadres around which the new divisions can grow, either by mobilizing reservist officers for extended retraining or by replacing regular army personnel in Indo-China with conscripts; and 4) winning the French leaders to agreement on inclusion of German forces on a rational basis.

The fight for these objectives—like the struggle in every European nation to build will and translate it into force—is going to be constantly tedious and frequently tortuous. The truth is, of course, that no alien leadership can endow Western Europe with the continuing inner strength and fortitude that are the only real guarantors of security. Such security demands leadership of Europe from within Europe, not from across the Atlantic. Today neither France nor Britain seems capable of providing it, and this lack sharpens the peril of the next two or three years.

But, if only for these two or three years, the most solid reason for hope of success is simply Eisenhower's individual greatness. Ike's ability to work with men of many nations is matched by his singular capacity to inspire mediocre men to superior attainment. He has a couple of impressively powerful weapons with which to work. One is the full force of the U.S., which Europeans know Eisenhower effectively represents and commands; another is the yearning of all Europeans—a yearning that becomes ever keener as they slowly pull themselves from the quicksand of fearful fatalism—to gain protection against another world catastrophe. But this American general's not-at-all-secret weapon that can be most effective is simply his vast store of plain, hard, unvarnished American confidence. That is the best therapy possible for Europe today.



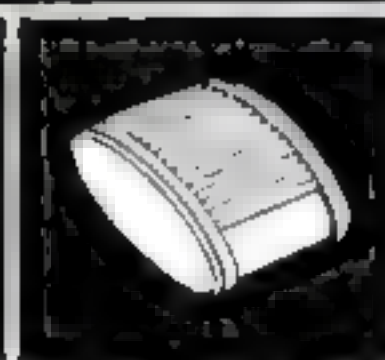
FLANKED BY THE FLAG OF U.S. AND A GENERAL OF THE ARMY'S STANDARD, IKE STANDS IN NEW OFFICE AT PARIS



You can take it with you!



Open



Closed

THIS LITTLE FELLOW—Travalarm by name—won't give you any trouble over whether it's to be the mountains or the seashore. Wherever you go, he goes... and he never takes a vacation. His shutter front and easel back close up like a clam for traveling, and he slips easily into a corner of your bag. Flip him open—he's on duty and on time. His luminous face glows day and night. A single key winds both alarm and time. And small as he is—only 3¼ inches high—his cheerful alarm means business. You can depend on him, at home or away. That's Travalarm, by Westclox. And you can take it with you... for only \$7.45.



Rajah. Handsome for dress, yet sturdy for work or play. With smart chrome finish, front case. \$9.95.



Pocket Ben. A thin, handsome, reliable time-keeper. \$3.25. With luminous dial, a dollar more.

Prices do not include tax and are subject to change.

WESTCLOX

Made by the makers of Big Ben

PRODUCTS OF **GT** CORPORATION
GENERAL TIME



SISTER HELPS SORT OUT DAY'S FAN MAIL

A Week with TV's Dagmar

A BRIGHT GIRL FROM WEST VIRGINIA
MAKES DUMBNESS PAY OFF IN CITY

Last summer a bright blonde named Virginia Ruth Egnor was hired by NBC-TV for a television show called *Bronchovy Open House*. She was seated on a stool, given the name "Dagmar," and instructed to "act dumb." Miss Egnor displayed her formidable profile (10) and her fine (the average). Her tea grew with her fan mail, which she got from 200 to 2,000 letters a week (10), and her salary (she started at \$10 a week) kept pace. Today Dagmar has become an American institution, along with such other TV creations as Betty Kefauver and Lewty Doozy. Dagmar made her first impression with her bustline, which has been estimated at 39 inches. But she became a TV fixture by riding an "on-line" bus to the studios where she delivers "treasuries" on tapes like the must-have ("place to make love"). A few weeks ago she was signed by ABC-TV for her own show, *The Dagmar Story*, which will bring her net to \$3,250 a week. Recently LIFE spent a week with Dagmar, at home and at work in New York, and on a visit to her devoted family in Huntington, W. Va. (p. 10)



AS A COMIC COOK on video show, Dagmar uses the hands of an assistant as a mixing bowl. In all her television skits she wears low-cut, off-shoulder gowns

POSING FOR BEER AD, Dagmar displays her famous profile. When photographer asked her to hold the bottle closer, she said, "Honey, fortunately I can't"



AT HOME in her penthouse overlooking Central Park, Dagmar peers down on New York from one of

her two terraces. Dagmar uses her upper terrace for sun bathing, lower one for entertaining her guests.



HUSBANDLY HELP from Danny Davton includes coaching on how to declaim: "Indubiously."



HAUGHTY LOOK from full altitude of 5 feet 8 1/2 is used to intimidate critics of Dagmar's English.



REHEARSING in hotel ballroom, Dagmar learns lines easily, often improves script with her ad libs.



AMAZONIAN ACT in Washington's Constitution Hall sweeps happy John Daly into Dagmar's arms.



AT HOME IN WEST VIRGINIA Dagmar proudly introduces her husband to the Egnors. Beside her

on glider is her mother and youngest sister. Father, a city employee who earns \$37 a week, looks out window

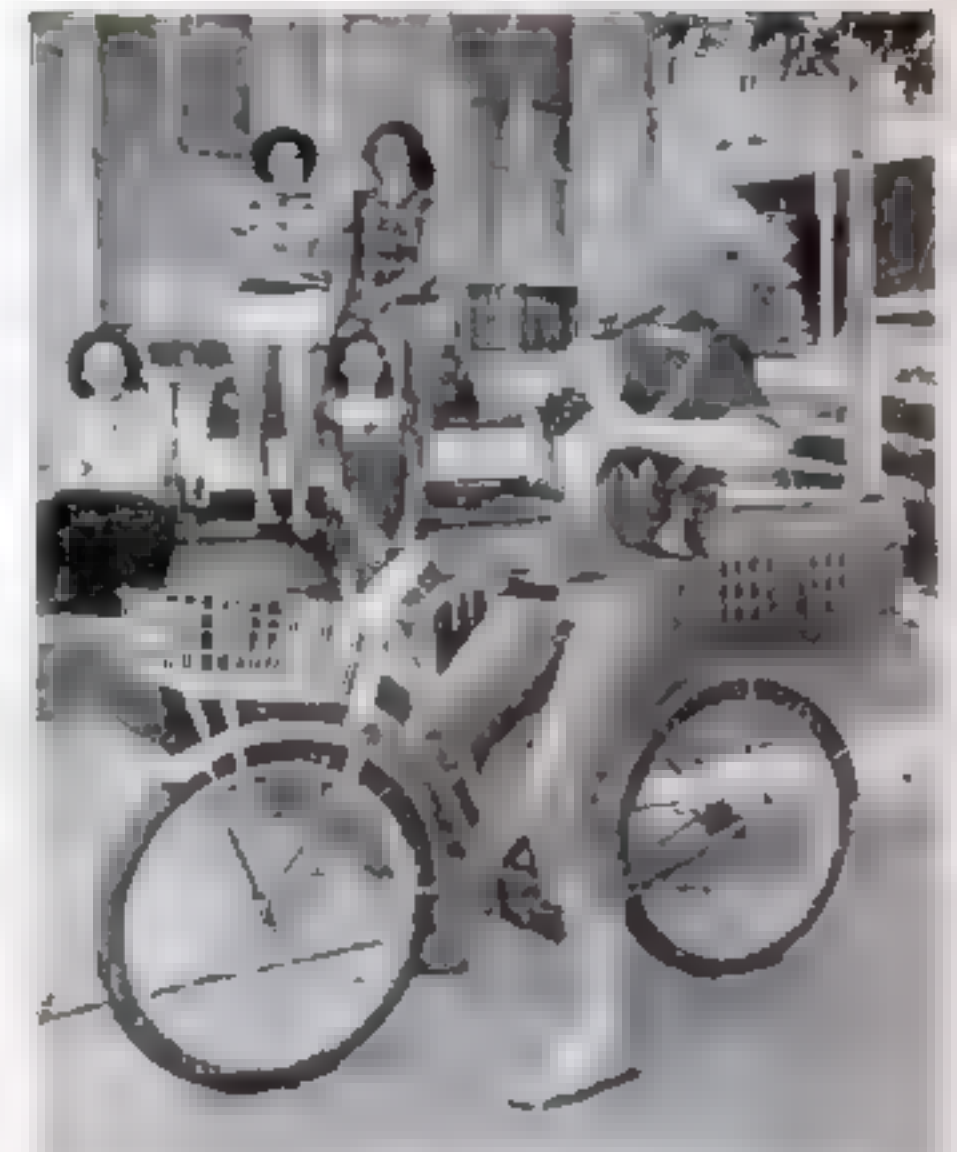


DOWN TO RIVER go Dagmar and her brother-in-law. Stones hurt her feet, so she had to walk on

grass. "Guess I've softened up a little," she said. Below, Dagmar lets feet trail in Guyan River



Dagmar CONTINUED



COOLING OFF after ride on niece's bike, Dagmar lets some breeze in as her young admirers look on

DAGMAR IS RUTH TO THE EGNORS

For all her triumphs in the TV limelight, Dagmar has her feet close to her native ground in Huntington, W. Va., where she is still plain Ruth Egnor. Very much a family girl, she sends generous gifts of money to her parents, three brothers and two sisters at home. Her third sister, Jean, works as her secretary, and her weekly salary, increasing from \$40 to \$100 in a year, reflects Dagmar's rising fortunes. Last month, after pocketing a \$10,000 bonus from ABC for signing her new contract ("Wasn't that sweet of them?" she asked), Dagmar took a long week-end with her husband of three weeks (she was married once before) to revel in her home town. Huntington welcomed her with glowing stories, and she welcomed the arrival of Life's Photographer Alfred Eisenstein by exclaiming, "He's shooting a U.S. battleship today, and he'll be shooting another battleship tomorrow!" When the new papers announced Dagmar was buying a new house for her family, this one bigger and in the best section of town, hundreds of cars drove past. The old house was so small and too close to the river, once in 1900, the Egnors were flooded out. Dagmar, abandoning her off-the-shoulder gowns, had great fun in borrowed shirts and dungarees. And, when the weekend had ended, she received a new tribute from enthusiastic town people (p. 135).



TREAT FOR KIDS come a Dagmar drive off to hot dog stand. They polished off 12 'paps'

CONTINUED ON PAGE 137



Belgium is just 15 hours from New York by air. Your giant DC-6 cruises in the smooth upper air, above surface disturbances. In the comfortable cabin you may chat, play games, enjoy refreshments.



Boston is a "hub" for air travel, too. Airlines link Boston with all New England, the nation, the world. Many executives fly to Boston, transact their business, and return to their homes the same day.



Mexico is a handy haven for the overworked. Choose the "siesta" or the "fiesta" way of life—both are good for taut nerves! Mexico's cool highlands are near by air. Low excursion fares available.

When Time Flies—so should you!

TODAY, when minutes count, travel by air! You will spend less time away. Or—you can have more time at your destination.

Experienced air travelers prefer the Douglas DC-6 two to one over any other airplane. This was proved in a recent nation-wide survey.

Make *your* next flight in a DC-6. Discover how swift, comfortable and dependable flying is today!

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*Seasonal *Cargo only



Portland and the Northwest are merely hours by air from any state... from Alaska and Hawaii, the Orient, Australia. Flying saves money, as well as time; meals are free;

there's no tipping, no extras... Every day, tons of cargo fly the airlines, too. This fast delivery prevents many bottlenecks in industries working on rush defense orders.

Twice as many people fly **DOUGLAS** 

AS ALL OTHER AIRPLANES COMBINED

DEPEND ON DOUGLAS WORLD'S LARGEST BUILDER OF AIRCRAFT FOR 30 YEARS • MILITARY AND COMMERCIAL TRANSPORTS • FIGHTERS • ATTACK PLANES • BOMBERS • GUIDED MISSILES • ELECTRONIC EQUIPMENT • RESEARCH

Checkmate !

Battle by bitter battle our combat soldiers checkmate a strong, fanatical enemy. Once again the American fighting man is leaving his mark on the history books of the world—the *mark of a man*.

Outstanding among these men is the paratrooper—the combat soldier who flies to work—dropping out of the skies in the enemy's rear or on the flanks to deliver the blow that leads to victory.

From the moment that he collapses his chute, he is on his way. Surprise is his ally . . . speed and firepower his weapons . . . raw courage his stock in trade . . . success his mission.

This fighting man knows that he carries in his pack the hopes of a free world. He knows that if *tomorrow* we are to live in freedom . . . *today* we must fight the enemy of freedom—*today* we must fight those who make a mockery of individual rights.

He cannot fight on alone. He needs your help. He needs men, *brave men*, who will volunteer to serve alongside him. Men who can make a success of any mission. Men who will fight for freedom.



U. S. ARMY

VISIT YOUR NEAREST U. S. ARMY
AND U. S. AIR FORCE RECRUITING STATION



THE MARK OF A MAN

This is the paratrooper's badge that marks a man of the Airborne. It is the mark of a real combat soldier—a man among men.





NEW HOUSE which Dagmar bought her parents is shown by Merlyn Diddle (right) of Pancake Realty Co. Home was owned by ex-mayor of Huntington.



SUNDAY DINNER is enjoyed by Dagmar and part of her big family in old kitchen. Dagmar, whom family calls Ruth, got fried chicken, biscuits, cole slaw.



DECORATING new house, Dagmar and her mother spread a new tablecloth. Mother, whose maiden name was Spacie McMellon, formerly taught school.



NEW VIEW is admired by her parents while Dagmar admires them. Father is a city engineer, but Dagmar says "I don't know exactly what he engineers."

CONTINUED ON NEXT PAGE



LOVE
that
RED HEART



the only
3-flavor
dog food
U.S. Inspected

None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways — beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa

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THE FLEISCHMANN DISTILLING CORPORATION PEEKSKILL, N. Y.

Dagmar CONTINUED



OLD PALS are revisited by Dagmar in Ingersoll where she worked half days while in high school. She was waitress, soda jerk, sandwich maker and also cashier. After graduation she got a job in a bank office but quit because she "felt sorry for all those people who had to pay and didn't have enough to eat."



PROUD MAYOR, Walter Payne, beams on Huntington's first citizen after giving her a plaque. Presented by a grateful citizenry to Dagmar for Distinguished Service in Publicizing her Home Town. In his presentation the mayor said, "Everyone here agrees that you are the nation's most outstanding girl."

New beauty for furniture—
A hand-rubbed look
with a few easy wipes!



Thousands of women have discovered a new way to give furniture a lasting hand-rubbed look—almost as easy as dusting!

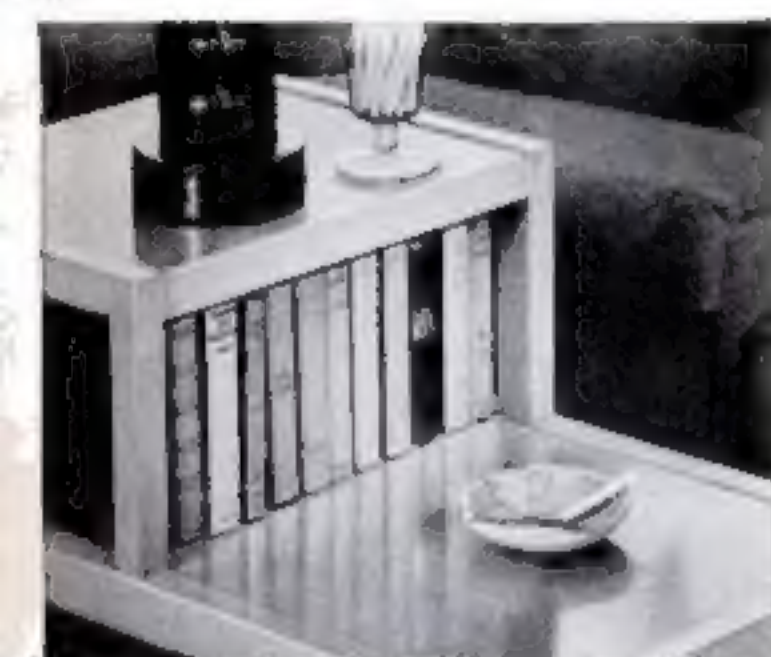
It's O-Cedar Dri-Glo, the new, non-oily silicone polish for furniture. Dri-Glo covers wood with an invisible, glass-like film that brings out all the rich, natural beauty of the grain. A polish, not a wax, Dri-Glo eliminates the hard work of rubbing—gives furniture an expensive, hand-rubbed look that lasts for months.

Big 6-Room Size—98c. A 10-ounce bottle of Dri-Glo does all the furniture in the average 6-room house. Buy Dri-Glo today where you buy your cleaning supplies.



Hand-rubbed look by O-Cedar Dri-Glo. Piana by W. W. Kimbell Company.

Shines in 60 seconds—lasts 60 days or longer. You simply smooth on Dri-Glo, let it dry, polish surface for 1 minute or less. The lovely luster lasts months.



Beautifies blond woods as well as dark woods. Dri-Glo is a clear, colorless silicone polish that brings glossy new luster to any wood. Fine for finest furniture.



Dust can't cling to furniture polished with Dri-Glo. One wipe with a dry cloth gets all the dust off Dri-Glo's smooth, non-oily silicone surface.



Hot coffee won't mar a Dri-Glo finish. You just wipe up spills and sticky finger marks with a damp cloth. The rich, hand-rubbed look is bright as before.

O-Cedar dri·glo 98¢

Big 6-Room Size

A NON-OILY SILICONE POLISH
by the makers of the famous O-Cedar Sponge Mop



GUARANTEE! Your money back if you aren't completely satisfied Dri-Glo lives up to every claim made for it here.

O-Cedar Corp.
Chicago, Illinois

O-Cedar of Canada, Ltd.
Toronto, Canada



from LIFE, April 9, 1951, by W. Eugene Smith

WHAT'S IN A PICTURE . . .

This photograph transcends its literal label: a record of mourners in a Spanish village. A quality that links it with each reader's instant perception sets it apart. Here is not only death, but a portrayal of the living, and of time moving slowly on.

Look into the faces of the three nearest women. The widow stares only at the present. The daughter

seems to be looking into the past and into the future as well. The granddaughter draws her eyes away from tragedy. Neighbors, in the background, understand time's goings and comings.

The camera and the photographer together have transferred to the reader the tension of the event—yet without themselves intruding on the scene.

. . . to see life . . . to see the world . . . to eyewitness great events

LIFE

"For cool drinks we choose Schenley
—why don't you?"

Summer Drinks taste better with—
SCHENLEY

SCHENLEY
RESERVE
Blended Whiskey

See how easy it is to make the stars' favorite cool drinks

CORNEL WILDE suggests this recipe for a whiskey sour: Mix juice of $\frac{1}{2}$ lemon, 1 tsp. sugar. Add jigger Schenley in shaker. Shake well; strain. Add dashes of sparkling water. Trim with orange and cherry. It's really cooling.

EZIO PINZA chooses a highball—made with Schenley, of course! Just do this: To a generous jigger of Schenley add 3 cubes of ice in a tall glass. Fill with sparkling water or ginger ale and stir. It's so refreshing.

LOUIS HAYWARD cools off with a Collins. Try one today. Pour juice of $\frac{1}{2}$ lemon, 1 tsp. powdered sugar, 1 jigger Schenley in shaker. Add ice and shake. Pour into tall glass. Fill with sparkling water. Trim with fruit. Delicious!

CLAUDE RAINS enjoys a mint julep. To make it, crush 2 sprigs fresh mint with $\frac{1}{2}$ tsp. powdered sugar. Put mint in tall glass. Fill with crushed ice. Add $1\frac{1}{2}$ jiggers of Schenley. Stir till frosted. Trim with sugared mint.

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Why did you
change to
Camels,
RISE STEVENS?

I'VE MADE THE MILDNESS
TESTS. NOW I KNOW IT'S
CAMELS FOR ME! THEY
HAVE A WONDERFUL FLAVOR
AND A MILDNESS THAT
AGREES WITH MY THROAT!



LOVELY Rise Stevens is venturesome. She's a glamorous opera star, but she also branches out to other fields — radio, television, movies. In cigarettes, she has tried different brands and different mildness tests. After making the tests, Rise says:

"My voice comes first with me and Camels have the mildness my throat demands. With Camels, every puff's a pleasure!"

All over the country, smokers have tested for mildness—sniff tests, puff tests... and the *thorough* 30-day Camel test. Now, after all the tests, *Camel leads all other brands by billions of cigarettes!* Published figures show Camel in first place by its widest margin in 25 years!

Smoke Camels for 30 days. Then you'll know why—

After all the Mildness Tests,



ACCORDING TO A NATIONWIDE SURVEY OF DOCTORS
IN ALL BRANCHES OF MEDICINE—

**More Doctors
Smoke Camels
than any other cigarette!**

Make your own 30-Day Camel Test—the sensible, *thorough* cigarette test. Your "T-Zone" (T for Throat, T for Taste) will tell you how mild Camels are... how well they agree with your throat... how rich and flavorful Camels are—pack after pack!

R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Camel is America's most popular cigarette by billions!